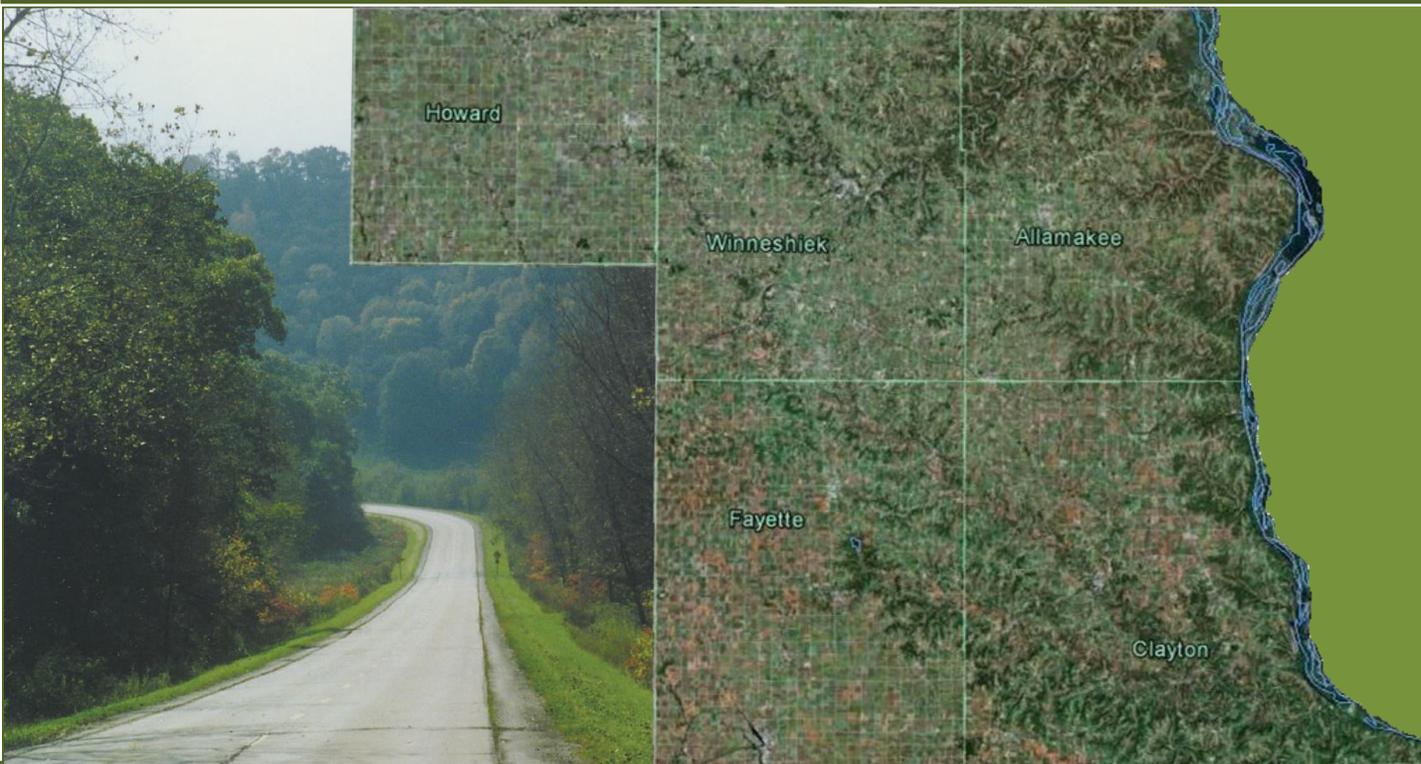




FINAL
SFY 2019-2023

RPA-1 PASSENGER TRANSPORTATION PLAN



***Serving the Northeastern Iowa counties of:
Allamakee, Clayton, Fayette,
Howard and Winneshiek***

March 29, 2018

Prepared by:

**Upper Explorerland Regional
Planning Commission**

**Passenger Transportation Advisory
Group**

EARL Public Transit

RPA-1 Transportation Policy Board

**For the Iowa Department of
Transportation**

Upper Explorerland Regional Planning Commission
Region 1 Regional Planning Affiliation
SFY 2019-2023 Passenger Transportation Plan

* * * * *

Submitted to the Iowa Department of Transportation
800 Lincoln Way
Ames, Iowa 50010
February 1, 2018

By

Upper Explorerland Regional Planning Commission

Offices located at:

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RPA-1 prepared this report with funding from the U.S. Department of Transportation’s Federal Highway Administration and Federal Transit Administration, and in part through local matching funds of the RPA member governments. These contents are the responsibility of RPA-1. The U.S. Government and its agencies assume no liability for the contents of this report or for the use of its contents. RPA-1 approved this document on March 29, 2018.

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RESOLUTION OF APPROVAL

UPPER EXPLORERLAND REGIONAL PLANNING COMMISSION
REGION 1 REGIONAL PLANNING AFFILIATION (RPA-1)
RESOLUTION 2018 - 01RESOLUTION TO APPROVE
THE RPA-1 PASSENGER TRANSPORTATION PLAN, SFY 2019-2023

WHEREAS, Upper Explorerland Regional Planning Commission (UERPC) has been designated as the Regional Planning Affiliation (RPA-1) for the counties of Allamakee, Clayton, Fayette, Howard and Winneshiek for the purposes of transportation planning and programming; and

WHEREAS, the Transportation Policy Board has been established by resolution to serve as the governing body for RPA-1; and

WHEREAS, the Iowa Department of Transportation requires the RPA to develop a Passenger Transportation Plan that identifies the goals and objectives that will serve as guidance for prioritizing regional projects; and

WHEREAS, RPA-1 has worked with regional agencies, NEICAC/EARL Transit, governmental partners and transportation stakeholders to write a Passenger Transportation Plan that adheres to Iowa DOT Passenger Transportation Plan guidance; and

WHEREAS, the Transportation Policy Board, its committees and the public have had an opportunity to review and comment on the plan;

BE IT THEREFORE RESOLVED that the RPA-1 Transportation Policy Board hereby approves the RPA-1 Passenger Transportation Plan, SFY 2019-2023 for the five-county region.

Passed and adopted this 29th day of March, 2018

Signed: _____


Dean Thompson, Chair
RPA-1 Transportation Policy Board

Attest: _____


Michelle Barnes, Regional Planner
Upper Explorerland Regional Planning Commission

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SECTION ONE: Introduction and Process Discussion

The following Passenger Transportation Plan (PTP) is designed to help facilitate future passenger transportation planning activities in Regional Planning Affiliation 1 (RPA-1). The PTP provides the basis for efficient and effective passenger transportation resource allocation for future operations, maintenance, and service development. The PTP identifies both the duplication of services, resulting in scheduling and funding inefficiencies, and the gaps in services, resulting in unmet transportation needs of constituents.

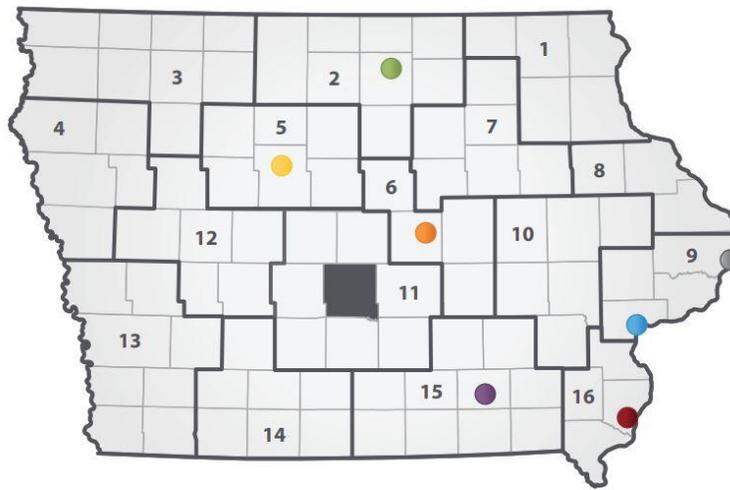


Figure 1: Regional Planning Affiliations

Region 1 can be found in the top right corner of the map

The RPA-1 PTP encompasses the Five-county Region of Allamakee, Clayton, Fayette, Howard and Winneshiek Counties, and includes passenger transportation projects that will appear in the Region's Transportation Improvement Program (TIP) and Transportation Planning Work Program (TPWP). The PTP covers the five-year period of state fiscal years (SFY) 2019-2023 and reflects funding calculations as anticipated through the local budget process, contracted services, and state and federal sources for both transportation and human services. The PTP follows the goals set out in the RPA-1 Public Participation Plan. The outcomes of the PTP are as follows:

- Region 1 - Northeast Iowa Community Action Corporation
- Region 2 - North Iowa Area Council of Governments
- Region 3 - Regional Transit Authority
- Region 4 - Siouxland Regional Transit System
- Region 5 - MIDAS Council of Governments
- Region 6 - Region Six Planning Commission
- Region 7 - Iowa Northland Regional Council of Governments
- Region 8 - Delaware, Dubuque, and Jackson County Regional Transit Authority
- Region 9 - River Bend Transit
- Region 10 - East Central Iowa Council of Governments
- Region 11 - Heart of Iowa Regional Transit Agency
- Region 12 - Region XII Council of Governments
- Region 13 - Southwest Iowa Planning Council
- Region 14 - Southern Iowa Trolley
- Region 15 - 10-15 Regional Transit Agency
- Region 16 - South East Iowa Regional Planning Commission

- Provide an understanding of passenger transportation services in Region 1;**
- Continue coordination of transportation services within the region; and**
- Present options to address gaps and needs within the providers and facilities.**

PTP Goals

The purpose of the Region 1 PTP is to improve passenger transit services in the Northeast Iowa Region. Specific priorities in Region 1 are:

- Make transit easier for all to use**
- Improve communication between all providers**
- Continue enhancement of Public Transit in Region 1**

Transportation Advisory Group (TAG)

The Transportation Advisory Group is made up of representatives from the following agencies. Other stakeholder groups are encouraged to provide input and will be invited to future TAG meetings when the opportunity arises.

- Allamakee County Veterans Affairs
- Choice Employment
- Clayton County CPC
- Elkader Development Corporation and Main Street Elkader
- Families First Counseling
- Fayette County CPC
- G & G Living Centers
- Helping Services for Youth and Families
- Howard County CPC
- Howard County Business and Tourism
- Howard County Residential Care Facility
- Iowa Department of Human Services
- Iowa Vocational Rehabilitation Services
- Grandview Healthcare
- WIOA/IowaWORKS
- Northeast Iowa Area Agency on Aging
- Northeast Iowa Behavioral Health
- Northeast Iowa Community Action – EARL Public Transit
- Northeast Iowa Community College
- North Fayette Valley Community Coalition
- Opportunity Homes
- Upper Explorerland Regional Planning Commission
- Upper Iowa University

TAG's Role

The purpose of the TAG is to provide the input from stakeholders and citizens in the five-county region into the Passenger Transportation Plan. Many of the representatives on the TAG committee are from agencies that have transportation services or may need more information for their clients' transportation needs, whether they are colleges, employers or service agencies.

The TAG reviews the PTP throughout the year and offers the guidance and then sends the final version to the Transportation Policy Board for review. The main responsibilities of the TAG are to determine the transportation needs in Region 1, determine how to fill those needs and prioritize them, and ensure implementation is being completed.

Input to the PTP was provided by RPA-1's regional transit provider, communication with the Transportation Policy Board, from a regional web-based transportation survey, from a regional transportation summit held in October of 2017, and from individual human service providers. Meetings

with policy/planning members take place at least quarterly, and ongoing communication exists with the Transportation Director and Mobility Manager of regional transit.

Information and data on the status of transportation services in the region was gathered from a regional Agency Transportation Needs Assessment survey and a Community Transportation Needs Assessment survey, which were created and distributed online, as well as a regional Transportation Summit in October of 2017. Over 540 regional stakeholders were invited to complete the survey, with the offer to forward or share this opportunity with other interested parties. RPA-1 received responses from 75 regional stakeholders that completed the community survey, and 29 stakeholders that completed the agency survey. The leading categories of responses for the agency survey came from education (8), employment services (7), disability services (6), housing (5), counseling (5), client transportation (5), government services (4), economic development (4), community development (4), recreation/fitness (3), and medical services (3). A summary of survey questions and responses is located in Appendices A and B.

SECTION TWO: Inventory and Area Profile

The purpose of public transportation in RPA-1 is to provide an adequate level of mobility for the general public and transit-dependent residents of the region at the least possible cost. On April 1, 1979, the Northeast Iowa Community Action Corporation (NEICAC) assumed administrative oversight of the regional transit agency, located in Decorah, IA. The NEICAC – Transit Program operates many programs that primarily serve low-income and elderly populations of the region, giving transit a unique operational setting.

In 2014 the NEICAC – Transit Program was re-branded as EARL Public Transit. EARL is an acronym that stands for Easy, Affordable, Reliable, Life-changing, all benefits of using transit that the regional transit agency wishes to communicate to the public. While NEICAC-Transit remains the legal name, EARL Public Transit is how the program is identified in the region and will be the name that is referred to throughout the remainder of this document.

EARL Public Transit

EARL Public Transit is responsible for transit administration, operations and coordinating the Region's transit services. They also qualify as the recipient of funds from the Iowa Department of Transportation (IDOT) and the Federal Transit Administration (FTA), to help support their capital and operating assistance needs. Since its inception, EARL Public Transit has provided transit services to the public, including persons who are elderly, disabled, participate in nutrition services, refugee and childhood programs and to human service providers and clientele.



EARL Public Transit runs demand-response service in all five counties of the region. These service routes transport people to a variety of destinations, including worksites, and returns them to their residences. Transit rides are open to all persons, regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex or sexual orientation. Individuals can access rides by simply contacting EARL Public Transit and informing them that they would like transportation.



Photo Credit: Sam Castro, EARL Public Transit Mobility Mgr.



EARL Public Transit Fleet Inventory and Utilization Analysis

EARL Public Transit has provided the following Fleet Utilization Analysis, including the name and assignments of its transit fleet:

Table 1: Inventory EARL Public Transit

Year/Body MFR/Model	Fleet ID#	Seats	Wheelchair Plus Seats	Assignment	Evening and/or Weekend Use?
2008 Chevy Minivan	8033	3	1+2 or 2+1	General Public	When Needed
2010 Dodge Minivan	9058	5	1+4 or 2+1	General Public	When Needed
2010 Dodge Minivan	9059	5	1+4 or 2+1	General Public	When Needed
2010 Dodge Minivan	11051	5	1+4 or 2+1	General Public	When Needed
2010 Dodge Minivan	11052	5	1+4 or 2+1	General Public	When Needed
2011 Dodge Minivan	11033	3	1+13 or 2+9	General Public	When Needed
2013 Dodge Minivan	12051	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	12052	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	12053	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	12054	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	14054	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	14055	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	14056	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	14057	5	1+4 or 2+1	General Public	When Needed
2013 Dodge Minivan	14058	5	1+4 or 2+1	General Public	When Needed
1995 Ford El Dorado	9187	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	5162	6	1+16, 2+12, 3+10 or 4+6	General Public	When Needed
2006 Ford El Dorado	6161	16	1+2 or 2+10	General Public	When Needed
2006 Ford El Dorado	6162	16	1+2 or 2+10	General Public	When Needed
2006 Ford El Dorado	6163	16	1+2 or 2+10	General Public	When Needed
2006 Ford El Dorado	6164	16	1+2 or 2+10	General Public	When Needed

Year/Body MFR/Model	Fleet ID#	Seats	Wheelchair Plus Seats	Assignment	Evening and/or Weekend Use?
2006 Ford El Dorado	9182	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	9183	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	9184	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	9185	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	9186	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	10181	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	10183	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	10185	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	10186	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	10187	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	10188	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	11184	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	12185	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	12186	18	1+16 or 2+14	General Public	When Needed
2006 Ford El Dorado	12187	18	1+16 or 2+14	General Public	When Needed
2014 Ford Eldorado	14161	16	1+14	General Public	When Needed
2014 Ford Eldorado	14162	16	1+14	General Public	When Needed
2015 Ford Eldorado	15181	18	1+14, 2+12, 3+10	General Public	When Needed
2015 Ford Eldorado	15182	18	1+14, 2+12, 3+10	General Public	When Needed
2015 Ford Eldorado	15183	18	1+14, 2+12, 3+10	General Public	When Needed
2016 Ford Eldorado	16181	18	1+14, 2+12, 3+10	General Public	When Needed
2016 Ford Eldorado	16182	18	1+14, 2+12, 3+10	General Public	When Needed
2016 Ford Eldorado	16183	18	1+14, 2+12, 3+10	General Public	When Needed
2017 Glaval	17182	18	1+14, 2+12, 3+10	General Public	When Needed

Year/Body MFR/Model	Fleet ID#	Seats	Wheelchair Plus Seats	Assignment	Evening and/or Weekend Use?
2017 Glaval	17183	18	1+14, 2+12, 3+10	General Public	When Needed
2017 Glaval	17184	18	1+14, 2+12, 3+10	General Public	When Needed
2017 Glaval	17185	18	1+14, 2+12, 3+10	General Public	When Needed
2017 Glaval	17186	18	1+14, 2+12, 3+10	General Public	When Needed
2017 Glaval	17187	18	1+14, 2+12, 3+10	General Public	When Needed
2017 Glaval	17188	18	1+14, 2+12, 3+10	General Public	When Needed
2014 Primetime Van	17071	7	1+3, 2+1	General Public	When Needed

Base Location: The US DOT's Office of Inspector General (OIG) established a minimum fleet utilization standard of 10,000 miles that must be accumulated per vehicle each year. Implementation of policies to rotate equipment in a manner that assures compliance with the OIG's fleet utilization standard for each vehicle that has not met one of FTA's minimum useful life criteria is expected of each agency, unless other measures are approved. Each transit manager is expected to ensure that agency policies and procedures result in intensive vehicles use. The 10,000-mile-per-year requirement drops down to 3,000 miles per year once a vehicle has reached its useful life threshold unless:

1. The OIG's minimum utilization standard is met; or
2. The director of OPT approves a "case-by-case" waiver. (This will only be done after OPT has reviewed justification and is satisfied that all measures have been taken to meet this standard.)

Note that 10,000 miles per year is a minimum. Vehicles with only 10,000 miles per year will take a long time to accumulate PTMS priority points. Low-use vehicles will have to be maintained for a long time and could become problematic before PTMS points are high enough for replacement. Systems should rotate all vehicles to achieve a higher degree of utilization than the minimum.

For NEICAC – Transit to accomplish this, no vehicle has a permanent base location.

Inventory of Other Public Transportation Assets

There are eighteen school districts that operate either in part or entirely within the region. Transportation of students is an ever-increasing cost to these districts. Typically, most school districts are open to bus use for emergency transportation of citizens within their school district if the need were to arise. The RPA-1 School District table reflects the enrollment, route miles, students transported and average cost to transport the student on a school-year basis.

Table 2: Public School Transportation Costs

RPA-1 School Districts	201 - 2016 Enrollment (cert less share time)	Route Miles	Ave # Students Transported	Ave Cost Per Pupil Transported	District Square Miles
Allamakee	1,133.1	217,173	793	\$887.39	417
Central/Elkader	448.3	100,697	290	\$1,147.68	180
Clayton Ridge	584.1	153,522	258	\$1,601.96	100
Decorah	1,386.2	170,400	1,344	\$506.28	165
Eastern Allamakee	346.4	93,872	199	\$1,203.39	150
Edgewood-Colesburg	400.0	97,020	341	\$826.33	155
Howard-Winneshiek	1,196.5	184,377	724	\$944.35	434
MFL MarMac	782.5	132,912	362	\$988.82	166
North Fayette	795.7	109,827	338	\$1,113.58	190
North Winneshiek	297.4	70,000	152	\$1,789.35	136
Oelwein	1,311.2	64,282	676	\$436.13	143
Postville	674.2	51,133	225	\$493.95	119
Riceville	309.2	49,239	203	\$614.36	224
South Winneshiek	538.0	108,576	599	\$469.19	175
Starmont	620.4	94,472	525	\$401.53	201
Turkey Valley	341.0	97,456	381	\$599.41	169
Valley/Elgin	381.1	63,720	329	\$600.35	166
West Central	277.2	51,144	114	\$800.53	124

Source: (Iowa Department of Education, 2017)

Table 3: Public School Inventory

School District	Number of Buses	Number of Vehicles	ADA status vehicles
Allamakee	32	3	2
Central/Elkader	10	4	0
Clayton Ridge	13	4	0
Decorah	31	0	2
Eastern Allamakee	9	6	0
Edgewood-Colesburg	10	7	0
Howard-Winneshiek	22	16	2
MFL MarMac	13	5	1
North Fayette (West Union)	12	2	0
North Winneshiek	8	3	1
Oelwein	10	6	0
Postville	9	4	1
Riceville	10	5	1
South Winneshiek	17	3	1
Starmont	13	4	0
Turkey Valley	12	4	1
Valley	8	2	1
West Central	7	5	0

Source: (Iowa Department of Education, 2017)

Inventory Private Transportation Assets

In addition to the transportation services provided by EARL Public Transit there are twelve private transportation providers within the region. Only two of the eleven have regular operating hours and are available on a demand-response basis to the general public. Brü Hop brewery shuttle has regular operating hours and is open to the general public but is a specialty provider of service to/from breweries in Decorah and the surrounding area. Hometown Taxi of Decorah runs six days a week. If a person needs a ride in Decorah or to the immediate surrounding area, they simply contact the taxi service. The operators of Hometown Taxi have communication devices in their vehicles. Midnight Taxi of Decorah operates from 7 pm to 3 am Tuesday through Saturday.

The four bus lines in the region are Hawkeye Stages, Irish Express, Tap't Out Limo Bus and Jewel Transportation. All of these providers are charter bus lines with no regularly scheduled routes.

- Allamakee County Disabled Veterans Van – Scheduled on an as needed basis by Veterans Affairs
 - Open to military veterans
- Clayton County Disabled Veterans Van – Scheduled on an as needed basis by Veterans Affairs
 - Open to military veterans
- Cozy Van LLC – Waterloo – Wheel Chair/Stretcher Taxi Service – No regular hours of service
 - Open to the general public
- Hawkeye Stages (bus line) – Office in Decorah – Charter service – No regular hours of service
 - Open to the general public
- Hometown Taxi
 - Open to the general public in Decorah and surrounding area
- Jewel Transportation – Charter Bus Service only – No regular hours of service
 - Open to the general public
- Grandview Care Center/Oelwein Health Care Center
 - Open to those age 65+ or disabled in Oelwein and surrounding areas (pick up 15 miles out; delivery farther out as needed)
- Irish Express – Waterville – 20-passenger bus with wheelchair lift – No regular hours of service
 - Open to the general public
- Tap't Out Limo Bus – West Union – 28-passenger
 - Open to the general public (Not ADA accessible)
- Decorah Express – 15-passenger van
 - Open to the general public (Not ADA accessible)
- Midnight Taxi – 7pm-3am Tues. through Sat.
 - Open to the general public in Decorah and surrounding area (Not ADA accessible)
- Brü Hop microbrewery shuttle – Decorah – 14-passenger with wheelchair lift
 - Open to the general public; service to/from breweries in Decorah and surrounding area

Table 4: Private Transportation Provider Inventory

Agency	Number of Buses	Number of Other Vehicles	ADA status vehicles
Allamakee Veterans Van	0	1	0
Clayton Veterans Van	0	1	0
Cozy Van	0	25	25
Decorah Express	1	0	0
Grandview Care Center/Oelwein Health Center	2	1	3
Hawkeye Stages	24	0	2
Hometown Taxi	0	4	0
Irish Express	1	0	0
Jewel Transportation	2	6	0
Midnight Taxi	0	2	0
Tap't Out Limo Bus	1	0	0
Brü Hop microbrewery shuttle	0	1	1

Partnership between Hometown Taxi and EARL Public Transit

The City of Decorah provides \$14,000 to EARL Public Transit to assist with discounting Hometown Taxi rides for any Decorah resident 60 years or older. EARL Public Transit also puts \$14,000 towards this effort bringing the total available to subsidize elderly riders in Decorah to \$28,000 each year.

Hometown Taxi delivers monthly rider log sheets by category totals to EARL Public Transit and EARL Public Transit pays out \$1.50 per elderly rider to Hometown Taxi. In addition, another organization in Decorah, the Depot, a faith-based organization, pays EARL Public Transit to assist with granting \$1.00 off any ride that Hometown Taxi gives to any person with a disability. An elderly person with a disability can only claim the elderly subsidy and not the disability subsidy.

Veterans' Transportation

All five counties are being served by a Disabled American Veteran (DAV) provided 8-passenger van. Allamakee County operates the van Tuesday through Friday and makes stops in many towns such as Decorah, Postville, Calmar, West Union, Fayette and Oelwein along the way. On Mondays, the van goes to the VA River Valley Clinic in La Crosse and the Tomah VA Medical Center.

If veterans desire to ride the van, they must call the Allamakee Veteran's office to schedule their trip. Each county that has veterans riding the van is billed for the transportation by Allamakee County Veterans' Affairs office.

Clayton County also has a DAV provided van. This van serves Clayton County and Delaware County. On Mondays, the van goes to the Regional VA medical clinic in Dubuque. On Tuesday and Thursday, the van goes to the VA medical facility in Iowa City. The van does not operate on Wednesday and Friday.

Area Profile

Since 1970, the region has experienced a steady decline in total population. A significant contributor to this decline stems from the changes in the agrarian economy of NE Iowa. Larger farm operations are taking the place of many of the historically small farms that were a major part of the region's livelihood. The overall population decline in the region is reflected in the tables to follow.

Per-Capita income in the region has increased along with a decrease in family poverty rates. While gross income may be up, virtually all expenses are rising at a faster rate than per-capita income—especially in the areas of food and energy costs. While the future cannot be predicted, it is entirely possible that the aging population will put future demands on public transit that will have to be addressed in a proactive manner rather than in a reactive manner. The source for data in the following tables is the U.S. Census Bureau. The information presented in this chapter illustrates the demographic and socioeconomic characteristics of the five-county area.

Table 5: Basic Population and Demographics

Source: (U.S. Census Bureau Census Explorer, 2017; 2011 – 2015 American Community Survey 5-Yr Estimates)

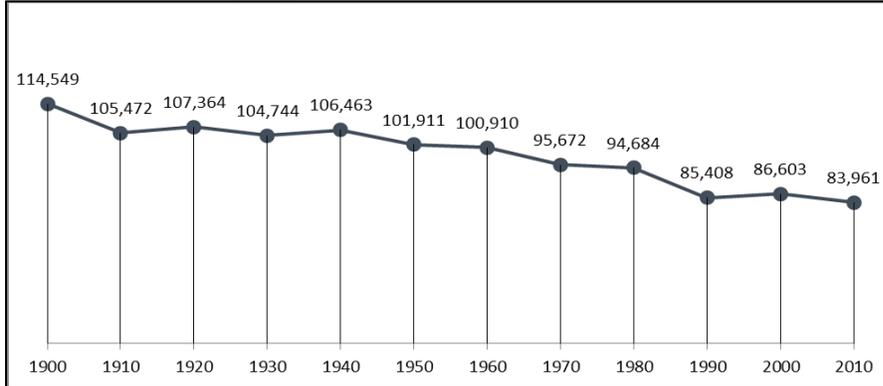
	# of each per county	Percent of Total Population
Allamakee County		
<i>Total Population</i>	14,060	
<i>Below poverty level</i>	1,491	11%
<i>65 and older</i>	2,922	21%
<i>Disabled</i>	1,583	11%
Clayton County		
<i>Total Population</i>	17,806	
<i>Below poverty level</i>	1,941	11%
<i>65 and older</i>	3,635	20%
<i>Disabled</i>	2,138	12%
Fayette County		
<i>Total Population</i>	20,589	
<i>Below poverty level</i>	2,550	12%
<i>65 and older</i>	4,125	20%
<i>Disabled</i>	2,868	14%
Howard County		
<i>Total Population</i>	9,494	
<i>Below poverty level</i>	1,081	11%
<i>65 and older</i>	1,871	20%
<i>Disabled</i>	1,138	12%
Winneshiek County		
<i>Total Population</i>	20,884	
<i>Below poverty level</i>	1,507	7%
<i>65 and older</i>	3,689	18%
<i>Disabled</i>	1,687	8%

Population

The total population of the five-county region is 83,961 as of the 2010 Census. This was a decline of approximately 3% from the 2000 Census and a long-term decline of approximately 26% since the beginning of the 20th century.

Chart 1 illustrates this decline over time.

Chart 1: Five-County Population Totals, 1900-2010

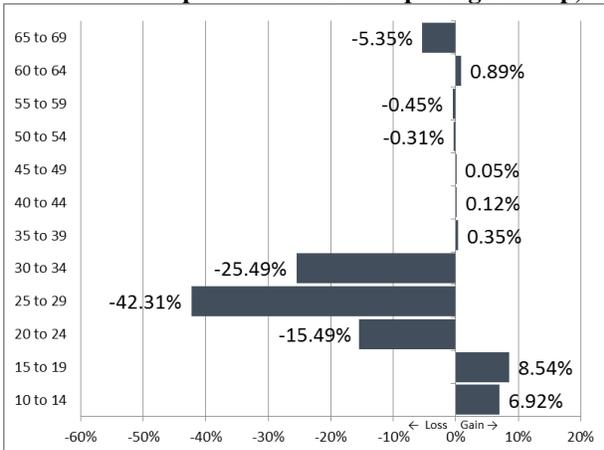


Source: (State Data Center of Iowa, n.d.) (Decennial Census)

Population loss occurred in each of the five counties over the last decade, with some experiencing more than others. This is significant for the region as much of the transportation funding is allocated by population. Not only are the five counties losing population in their own right, but with the growing state population, the region’s percentage of overall population is shrinking significantly.

Chart 2 demonstrates how much each five-year incremental age group is shrinking or growing due to net migration. When compared to expected population numbers from the census, one can see where the region is losing population in certain age groups due to net migration out of the region. The greatest loss of population is in the age group from 20 to 34, with a net loss of over 5,400 individuals within the decade. The region experienced some gains in the 10-to-19 age groups, but not enough to overcome the net losses in other groups. There are many reasons for population migration including jobs, retirement, family and medical needs.

Chart 2: Net Population Loss/Gain per Age Group, 2000-2010



Source: (U.S. Census Bureau, 2012)

Population Projections

Future population can be predicted through a number of methods. This plan will look at two possible population projections. The first is calculated using a simple compound rate calculation and does not consider birth, death or net migration rates. As a region, the population has experienced an annualized rate of population change of -.08% over the last 20 years. The 20-year calculation is used to project population for the region as it is the period where the rate of change had the smallest deviation from zero.

Table 6 projects the region's population out to 2040 using the following calculation, where i is the rate of change and n is the number of periods:

$$\text{Future Population} = \text{Present Population} \times (1 + i)^n$$

Table 6: Simple Compound Population Projections, 2015-2040

Year	Population	Year	Population
2015	83,606	2030	82,550
2020	83,252	2035	82,201
2025	82,900	2040	81,853

Calculations/Source: (UERPC, 2013)

The other method predicts population by calculating an exponential rate of change based on the population data since 1900.

Table 7 illustrates the results of this projection method. The results are calculated by fitting an exponential trend line to the known population data for each decennial period. The following equation is used to project population exponentially where e is a constant 2.71828182845904, the base of the natural logarithm, and x is the number of the year (where 1900 is year 1):

$$\text{Future Population} = 117178 \times e^{-0.027x}$$

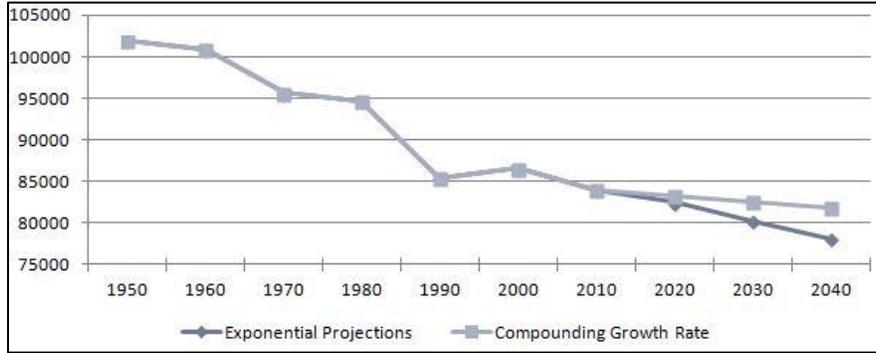
Table 7: Exponential Population Projections, 2015-2040

Year	Population	Year	Population
2015	83,613	2030	80,294
2020	82,491	2035	79,217
2025	81,385	2040	78,155

Calculations/Source: (UERPC, 2013)

Chart 3 illustrates each of these projections from the actual population counts since 1950. It is important to note that these projections are dependent on many different variables and can in no way be considered exact counts. The simple compound projection method comes closest to the average of both, while the exponential calculation presents the most conservative estimate for future population numbers if being used to calculate future funding distribution by population.

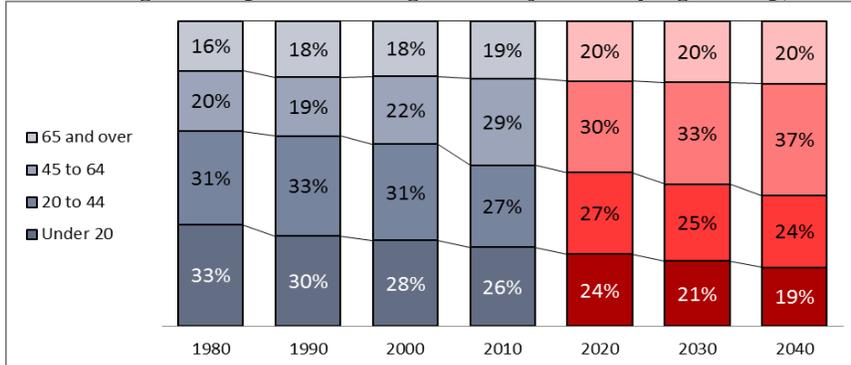
Chart 3: Population Projections to 2040



Source: (UERPC, 2014)

Chart 4 illustrates the projected change in percent of population by age group calculated exponentially from 1980. These projections indicate that the population, while shrinking overall, is also expected to grow older, with approximately 57% of the population projected to be over the age of 44 by 2040. The transportation needs of older populations may require adjustments to the current infrastructure. This may include larger, brighter signage, safer walking facilities, more visible pavement markings and additional public transportation options. The availability of sufficient and affordable transportation allows older people to live more independently in their communities and can also help to prevent loneliness and social isolation within this vulnerable population.

Chart 4: Regional Population Change and Projections by Age Group, 1980-2040

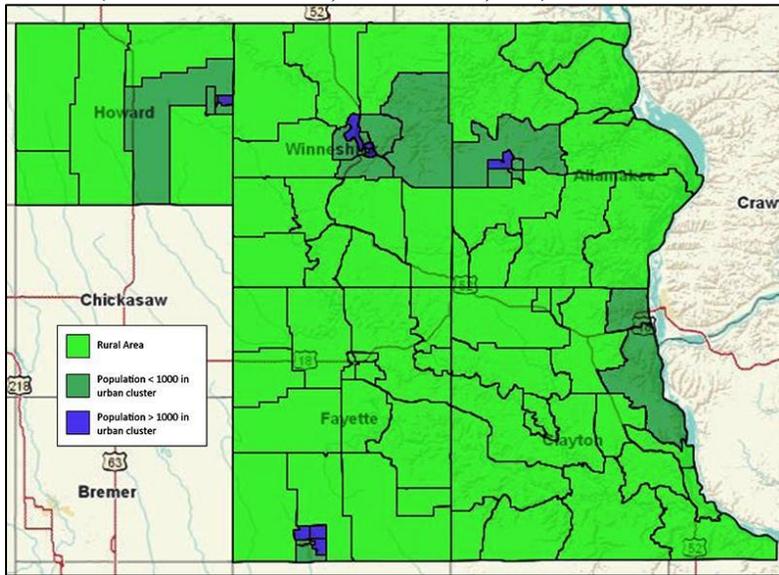


Source: (UERPC, 2014) (U.S. Census Bureau, 2011)

Population Density

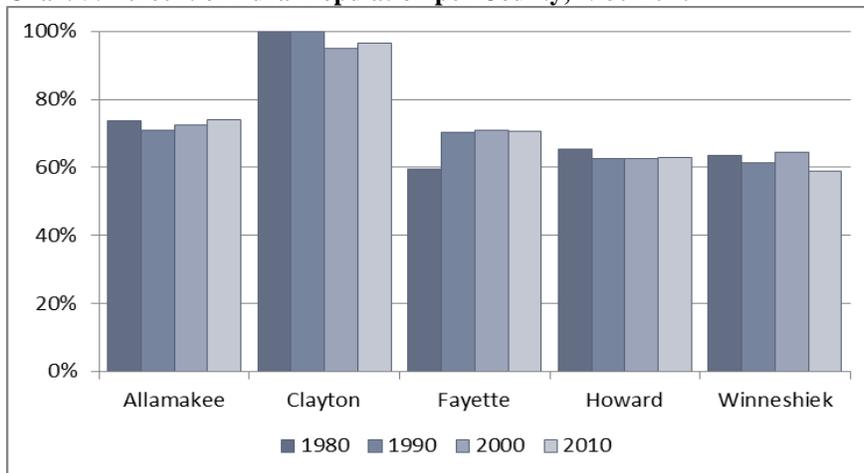
The Census defines a densely settled territory that has at least 2,500 people but fewer than 50,000 as an urban cluster. As of the 2010 Census, 27% of the region’s population was in an urban cluster, at just over 25 persons per square mile, which is less than half the statewide average of 54.5. Figure 21 illustrates the region’s urban clusters by block group. Block groups with a population over 1,000 in an urban cluster are shaded in blue, populations less than 1,000 in urban clusters are in dark green and rural only block groups are light green. With such a spread-out population, transportation costs, whether for personal vehicles or public transportation, are an increasing burden for the region.

Figure 2: Urban/Rural by Block Group, 2010
 Source: (U.S. Census Bureau, 2010 Census, n.d.)



The urban/rural distribution in each county has remained fairly steady since 1980. Chart 5 illustrates the percentage of population residing in a rural area in each county from 1980 to 2010. In all counties, the majority of population is in a rural area. Clayton County has the highest percent of its population in rural areas while Winneshiek County has the lowest at 59% as of 2010. Fayette County is the only county where the percent of its population in rural areas has grown over time, with most of the change occurring between 1980 and 1990.

Chart 5: Percent of Rural Population per County, 1980-2010

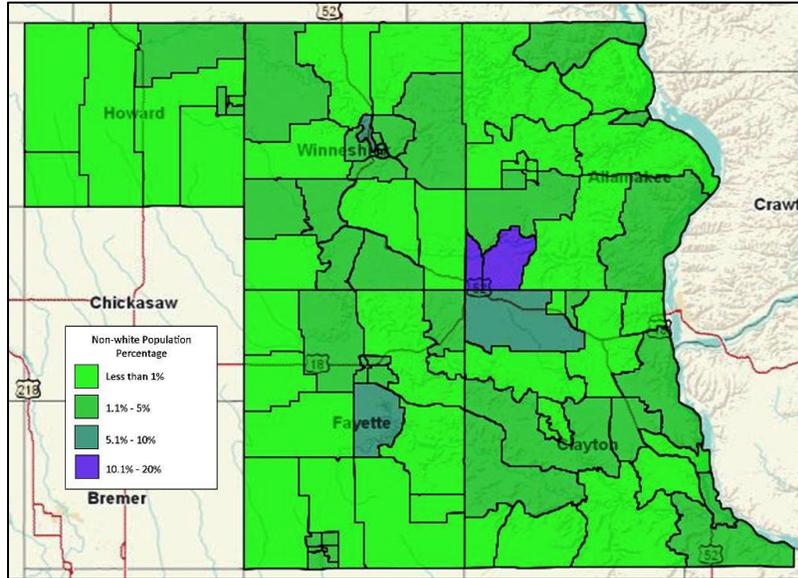


Source: (State Data Center of Iowa, n.d) (U.S. Census Bureau, 2012)

Diversity

The population in the region is not very racially diverse. As of 2010, the non-white population in the region was 2.2% of the total population. This was an increase from the 2000 Census, at which time 1.72% of the population was non-white. Figure 3 illustrates the percent of non-white population in the region by block group. Areas with higher percentages of minority populations occur nearest the region’s two private colleges, Luther College in Decorah and Upper Iowa University in Fayette, and in and around the community of Postville.

Figure 3: Percent of Non-white Population by Block Group, 2010 Census



Source: (U.S. Census Bureau, 2012)

Limited-English Populations

Limited-English Populations are addressed by regional transit in several ways. The transit provider services a region that does experience ridership by individuals of Hispanic, Ukrainian, and Somalian language groups, as well as Jewish groups of varying native language. Of these groups, the Hispanic residents are the largest population and are the focus of accommodations being made. EARL Public Transit has access to a resource person who can be arranged to translate Spanish as needed, whether verbally or in writing. Brochures for service have been made available in Spanish, and EARL Public Transit continues to communicate with bus and van drivers to assess difficulties encountered. EARL Public Transit interacts with the Jewish population in Postville, but they do not require interpreters for the most part and understand English in communication exchanges. EARL Public Transit also maintains a telephone interpreter service which can assist with dozens of languages, and can be accessed as needed.

RPA-1 researched Census data to approximate how many persons are non-English speaking in their homes and has reviewed this data to target where and how to assist these groups. Following is a table which documents the Census estimates for the RPA-1 counties for non-English speaking persons.

Table 8: Change in Limited English Proficiency Population

COUNTY	2010	2016 estimate	DIFFERENC E	% change non-English speaking populations	% of county's 2016 population
Allamakee	601	511	-90	14.9% decrease	3.6%
Clayton	240	228	-12	5% decrease	1.3%
Fayette	317	166	-151	47.6% decrease	0.8%
Howard	116	124	+8	6.9% increase	1.3%
Winneshiek	140	154	+14	10% increase	0.7%
Total RPA 1 pop.	1,414	1,183	-231	16.3% decrease in RPA 1	1.4%

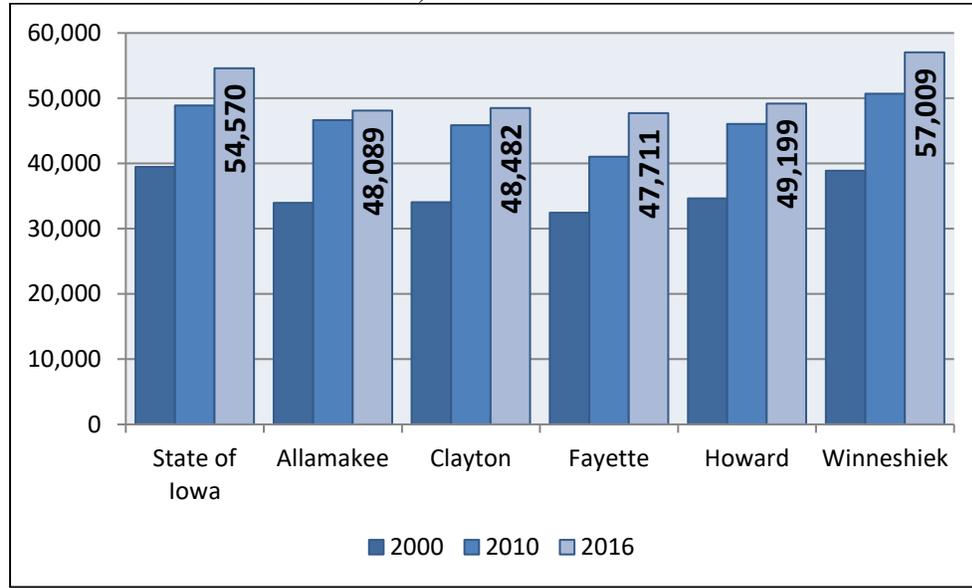
Source: (U.S. Census Bureau, ACS 2012-2016)

Based on U.S. Census Bureau estimates, the RPA-1 region showed a modest decrease in total population from 2010 to 2016. As seen in the table above, there was also a decrease in population among those with a Limited English Proficiency (LEP) for the same period. This continues the trend identified in the previous PTP for RPA-1. Allamakee, Clayton, and Fayette Counties experienced a decrease in LEP population from 2010 to 2016, while Howard and Winneshiek Counties experienced a slight increase for the same period. With some counties experiencing a decrease and others experiencing an increase, there was still a net decrease of 231 people in the LEP population in RPA-1. The LEP population as a percentage of the total population of the region has remained relatively constant at 1.4% since the previous PTP was developed.

Income

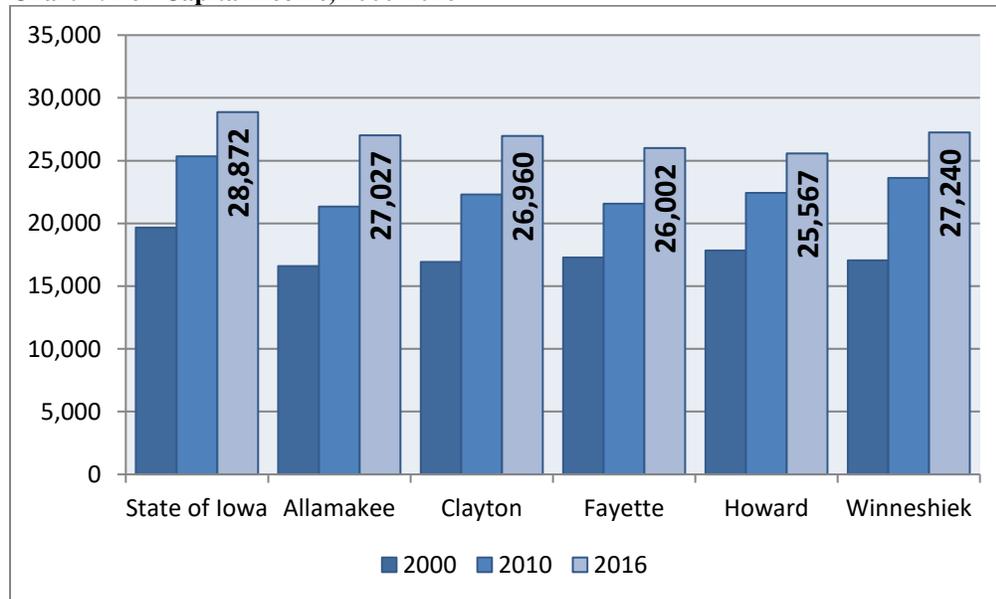
The median household income for the region has risen at an average annual growth rate of 2.3% since the 2000 Census. Per-capita income has grown at an average annual rate of 2.8%. Chart 6 and Chart 7 compare the median income and per-capita income of each county to the state from 2000 to 2016. With the exception of Winneshiek County, the counties in RPA-1 have median income levels below that of the state as a whole. All counties have a per-capita income level lower than the state.

Chart 6: Median Household Income, 2000-2016



Source: (U.S. Census Bureau, ACS 2012-2016, n.d.)

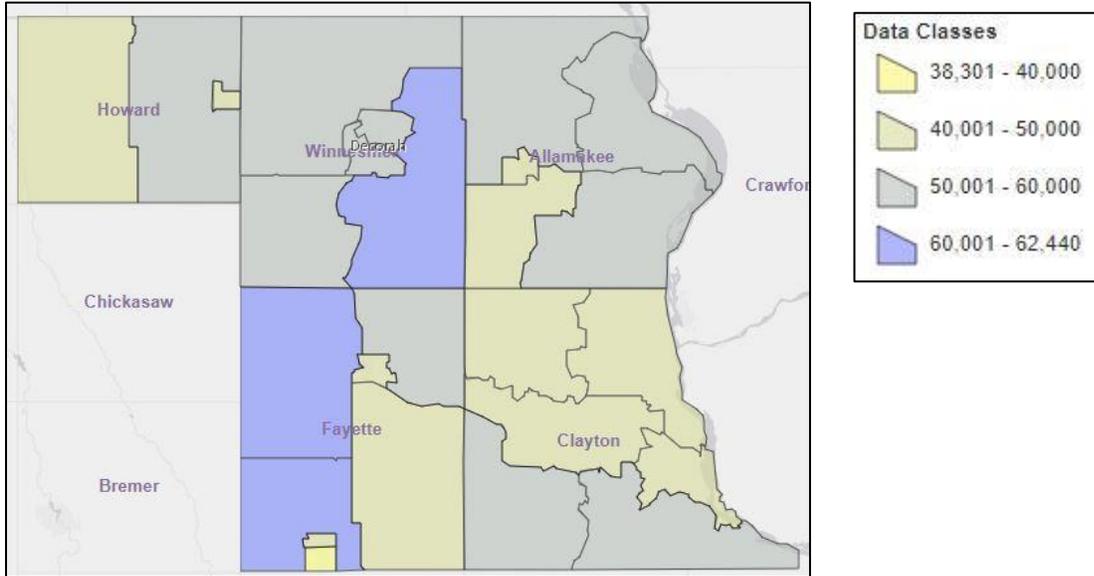
Chart 7: Per-Capita Income, 2000-2016



Source: (U.S. Census Bureau, ACS 2012-2016, n.d.)

Figure 4 illustrates the median household income by Census Tract. The tract surrounding Oelwein has the lowest median income, and tracts consisting of the southeast section of Winneshiek County and the west half of Fayette County register the highest median income in the region.

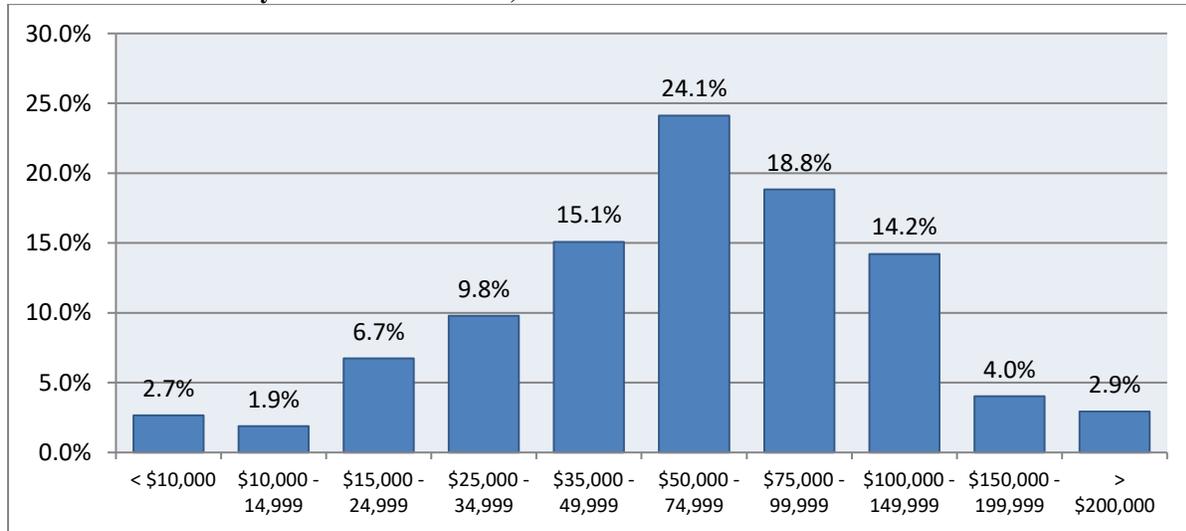
Figure 4: Median Household Income by Census Tract, 2016



Source: (U.S. Census Bureau, ACS 2012-2016, n.d.)

Chart 8 demonstrates the family income distribution of all counties combined by percent of population in each income range. Approximately 36% of the region’s families earn less than \$50,000 and around 11% make less than \$25,000. This is a slight increase in income since the U.S. Census 2015 ACS. According to HUD, families in Allamakee, Clayton, Fayette and Howard counties making less than \$47,850 are considered “low-income.” In Winneshiek County, the low-income threshold is \$52,300.

Chart 8: RPA-1 Family Income Distribution, 2016



Source: (U.S. Census Bureau, ACS 2012-2016, n.d.)

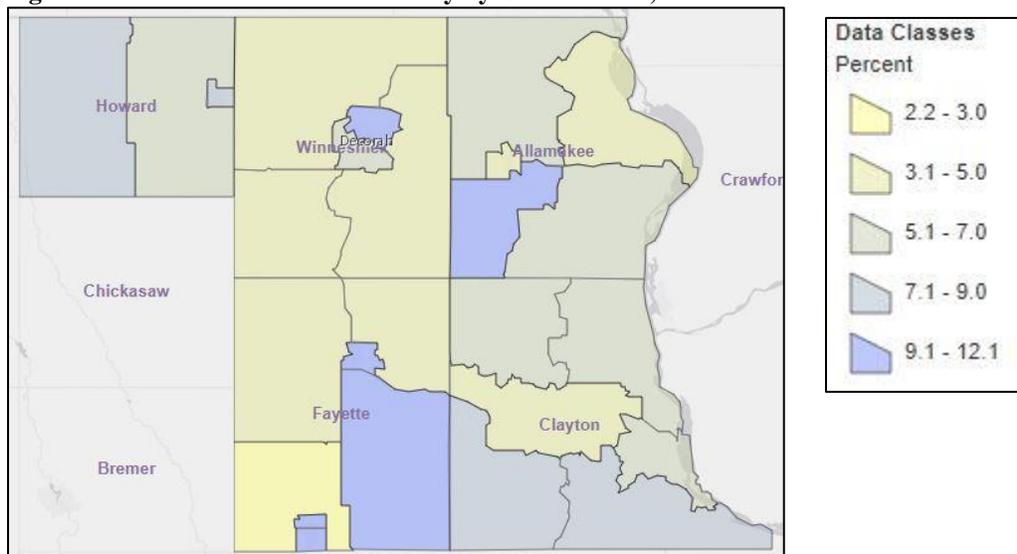
In the five-county region both parents are working in 80% of all families. According to a recent AAA report, it was found that the cost per mile to operate an average sedan is 59.2 cents (AAA, 2014). Table 9 illustrates the possible costs of transportation to work for the region’s lower income families. A very-low-income family with both parents working could pay over 30% of their income on transportation. Affordable transportation will continue to challenge the region as costs continue to rise.

Table 9: Impact of Employment Transportation Costs on Families with Two Parents Working

Average travel time to work (U.S. Census Bureau, 2012)	19.34 minutes
<i>Assumption:</i> average miles to work (19 minutes at 40 mph)	13 miles
Average distance per year (50 weeks)	6,500 miles
Average cost per year at 59.2 per mile (AAA, 2014)	\$3,848.00
Average cost per family given two people working	\$7,696.00
% family income spent on work transportation at \$50,000	15.4%
% family income spent on work transportation at \$25,000	31%

Figure 5 illustrates the percentage of families whose income was below the poverty level by Census tract. Fayette County notes the largest area with percentage of poverty-level families over 9%. The Census tract surrounding Postville has the largest percentage of families in poverty at 12.1%. According to U.S. Census ACS data, there has been a slight decrease in percentage of families in poverty in recent years.

Figure 5: Percent of Families in Poverty by Census Tract, 2016



Source: (U.S. Census Bureau, ACS 2012-2016, n.d.)

Employment

An aging workforce and a shortage of critical talent are among the biggest challenges facing today's rural businesses. The availability of, and access to, skilled workers is critical to the success of the region's businesses, especially when competing in an increasingly global economy. Table 10 breaks down the labor force characteristics for the region compared to the state.

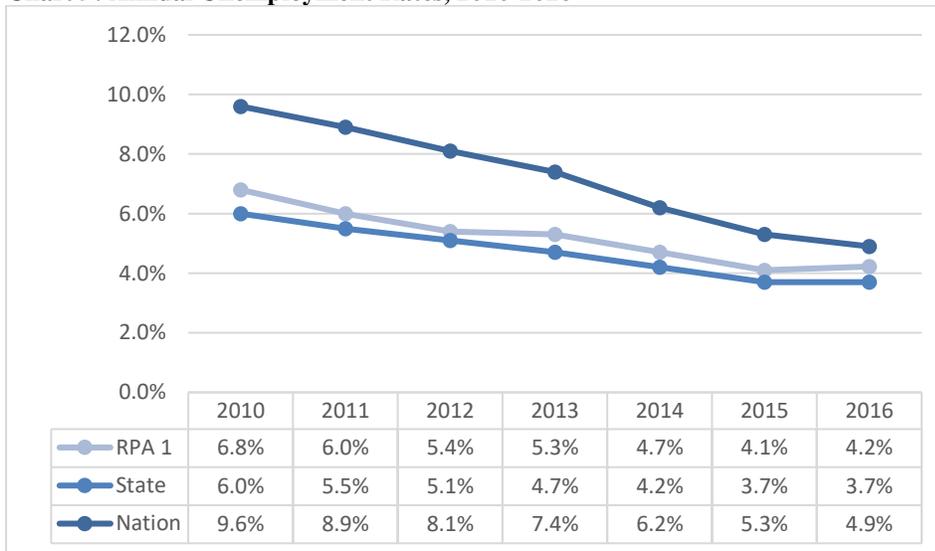
Table 10: RPA 1 Labor Force Characteristics

	RPA-1	State of Iowa
Total population 16 years and over	66,976	2,447,401
Total in labor force	44,776	1,656,968
Percent in labor force	66.9%	67.7%
Employed labor force	42,846	1,573,510
Percent employed in labor force	64%	64.3%
Females 16 years and over	33,501	1,243,285
Females in labor force	20,842	787,013
Percent of females in labor force	62.2%	63.3%

Source: (U.S. Census Bureau, ACS 2011 - 2015, 2017)

Unemployment rates for the region, as compared to the state and nation, are shown in Chart 9. Since 2010, overall RPA-1 unemployment rates have been higher than the state and lower than the national average.

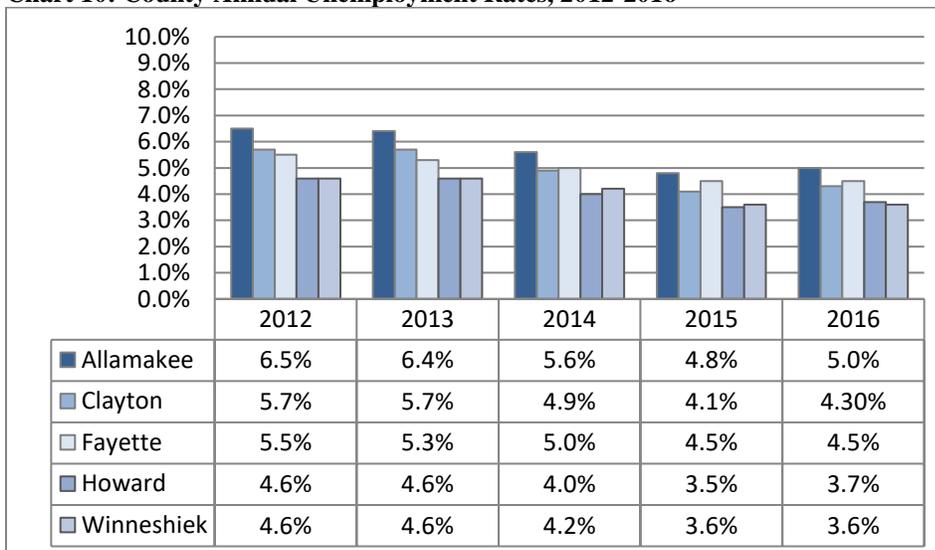
Chart 9: Annual Unemployment Rates, 2010-2016



Source: (Bureau of Labor Statistics, 2017); (Bureau of Labor Statistics, n.d.)

Chart 10 illustrates the change in unemployment rates for each of the RPA-1 counties over the past six years. Generally, Howard County has the lowest rates, while Allamakee has the highest. Unemployment rates have recently begun to drop in the state and county with the average rate as of 2015 at a six-year low for the region. Businesses are beginning to experience a shortage of workers within their immediate vicinity and understand that the high costs of transportation are affecting their ability to attract a workforce, especially for lower paying positions. The region has already begun addressing these issues and is working to develop more affordable and diverse transportation options for its workforce.

Chart 10: County Annual Unemployment Rates, 2012-2016



Source: (U.S. Census Bureau, ACS 2011 - 2015, 2017)

The region’s economic base is distributed across many industries. The education, health care and social assistance service industry employs nearly 27% of the employed population within the region, with manufacturing and retail trade being the next largest employing industries at 16% and 12% respectively.

Chart 11 illustrates the percent of the employed RPA-1 population working in each industry. Chart 12 shows the occupations of these same workers, regardless of industry. While most are employed in management, business, science and arts occupations (32%), around 19% of the working population fill occupations in each of production and transportation jobs and sales and office jobs.

Chart 11: Employing Industries in RPA-1, 2015

Source: (U.S. Census Bureau, ACS 2011 - 2015, 2017)

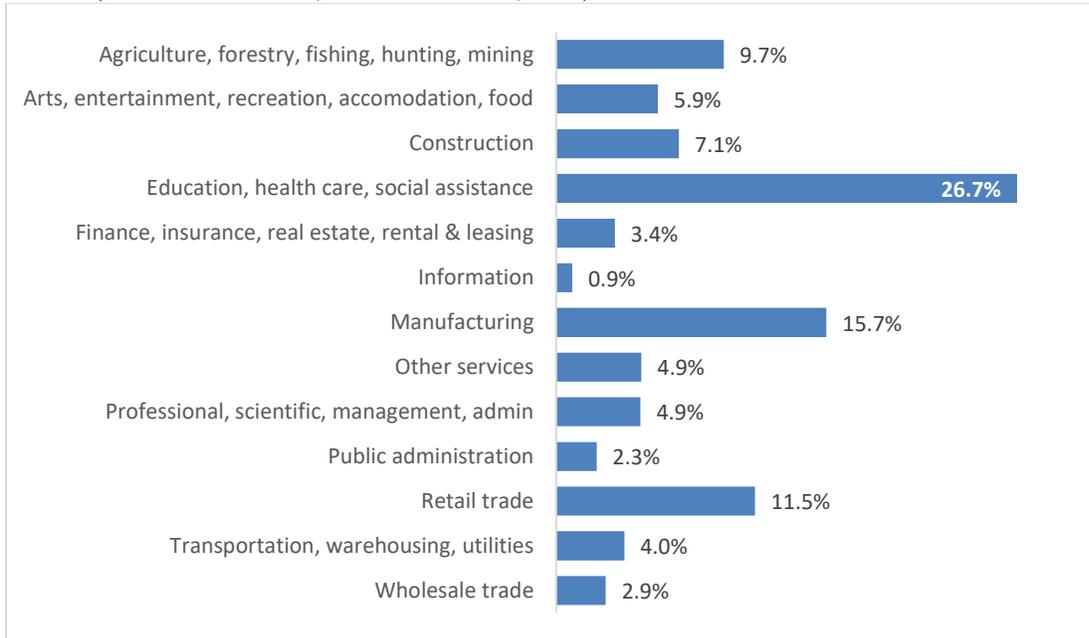
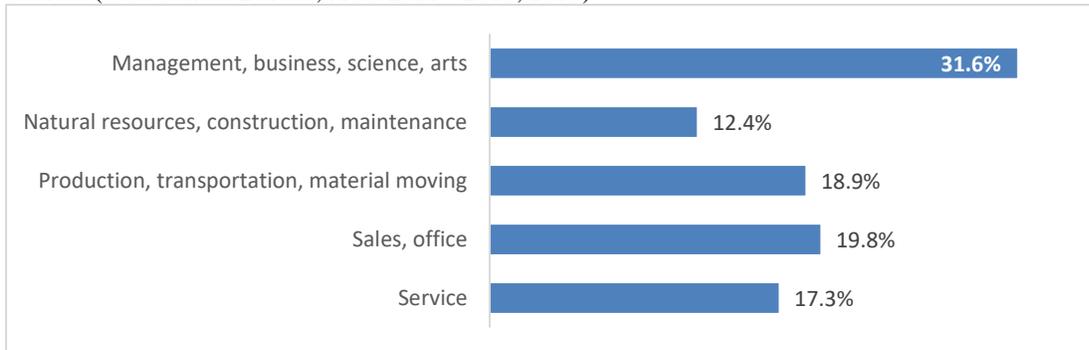


Chart 12: Occupations for RPA-1, 2015

Source: (U.S. Census Bureau, ACS 2011 - 2015, 2017)

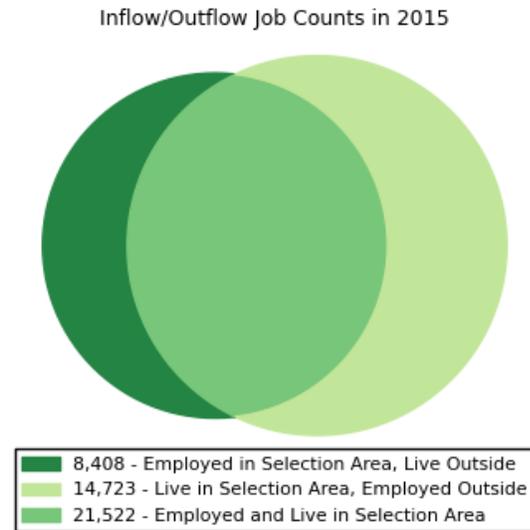


Commuting

As previously noted, many of the employment opportunities for RPA-1 residents require a significant travel distance. Across the area, nearly 36% of the current workforce commutes 25 miles or more for employment and approximately 54% work in a different county than where they live. As a region, about 41% of the working residents commute out of the RPA-1 five-county area for jobs (U.S. Census Bureau, Center for Economic Studies, 2015).

Figure 6 shows the migration of the workforce in and out of the RPA-1 region. According to this data, a majority of workers both live in and are employed in the region. However, there are almost twice as many workers leaving the region for work than there are workers coming into the region for work from elsewhere.

Figure 6: Inflow/Outflow Job Counts, 2015



Source: (U.S. Census Bureau, Center for Economic Studies, 2015)

In total, about 72% of the region’s jobs are filled by workers living within the five-county region. County by county, this percentage drops significantly. The inflow of workers to the individual counties ranges from 41.6% of jobs filled by non-county residents in Howard County to 49.1% in Fayette County. The following table demonstrates the top counties where workers are inflowing and outflowing from within Region 1.

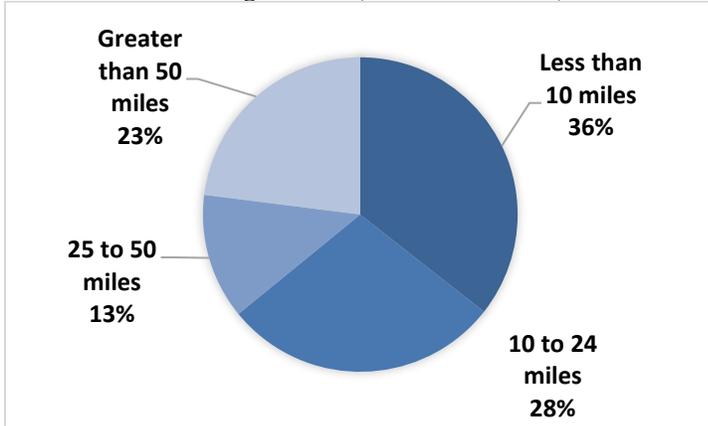
Table 11: Inflow and Outflow of Employees

	Allamakee County	Clayton County	Fayette County	Howard County	Winneshiek County
Total Employed in County	4,982	5,845	6,438	3,831	8,834
Live in County but Employed Outside	3,449	4,742	5,347	2,052	3,955
Employed and Live in County	2,805	3,189	3,394	2,160	5,152

Source: (U.S. Census Bureau, Center for Economic Studies, 2011)

As shown in Chart 13, 36% of workers travel less than 10 miles to work and another 28% travel between 10 and 24 miles to work. The top five places of work for those who live in the five-county area are: Decorah (12.3% of the region’s workers), Cresco (5.6%), Waukon (4.3%), Oelwein (3.9%) and Postville (3.3%). The remainder of the region’s workers are distributed widely across the region and in neighboring counties and states (U.S. Census Bureau, Center for Economic Studies, 2015).

Chart 13: Commuting Distance, RPA-1 Workers, 2015



Source: (U.S. Census Bureau, Center for Economic Studies, 2015)

Figure 7 below shows concentrated job locations in the region by illustrating the location of the largest employers with a minimum of 26 employees and up to more than 700 employees.

Figure 7: Large Employers/Job Locations, for Workers Living Inside & Outside Region, 2015

Source: (U.S. Census Bureau, Center for Economic Studies, 2018)

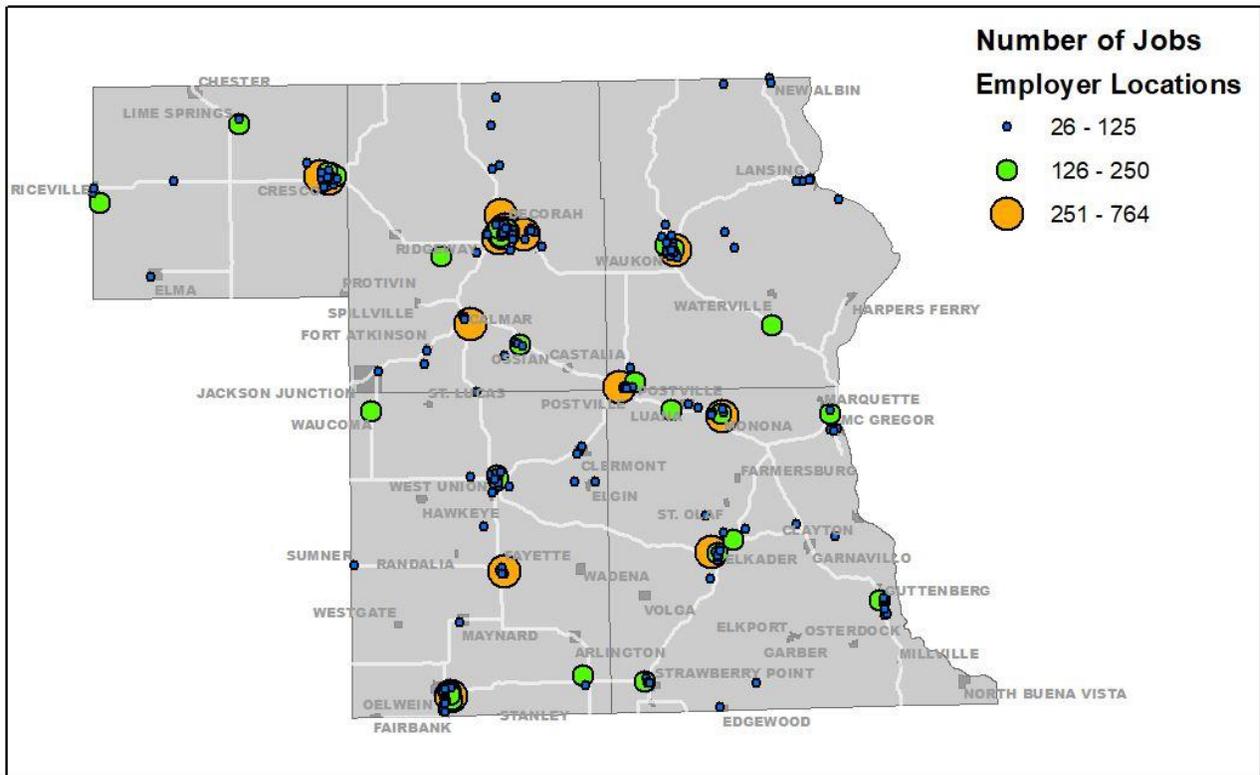


Figure 8 below illustrates the top 10 job locations for workers who live in the region, for jobs located both in and outside of the region.

Figure 8: Top 10 Job Locations for Workers

(U.S. Census Bureau, Center for Economic Studies, 2015)

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - Primary Jobs		
2015		
	Count	Share
All Places (Cities, CDPs, etc.)	36,245	100.0%
Decorah city, IA	4,441	12.3%
Cresco city, IA	2,013	5.6%
Waukon city, IA	1,562	4.3%
Oelwein city, IA	1,410	3.9%
Postville city, IA	1,183	3.3%
Waterloo city, IA	1,156	3.2%
Cedar Rapids city, IA	1,015	2.8%
West Union city, IA	977	2.7%
Elkader city, IA	808	2.2%
Prairie du Chien city, WI	743	2.0%
All Other Locations	20,937	57.8%

As shown in Figure 9, activity centers are typically the county seats. Most communities do have banks and some form of grocery, but it may be limited. Healthcare is available in generally two to three communities per county. This shows where residents must go to get the services they need.

Figure 9: Activity Centers in Region 1

Source: (UERPC, 2014)

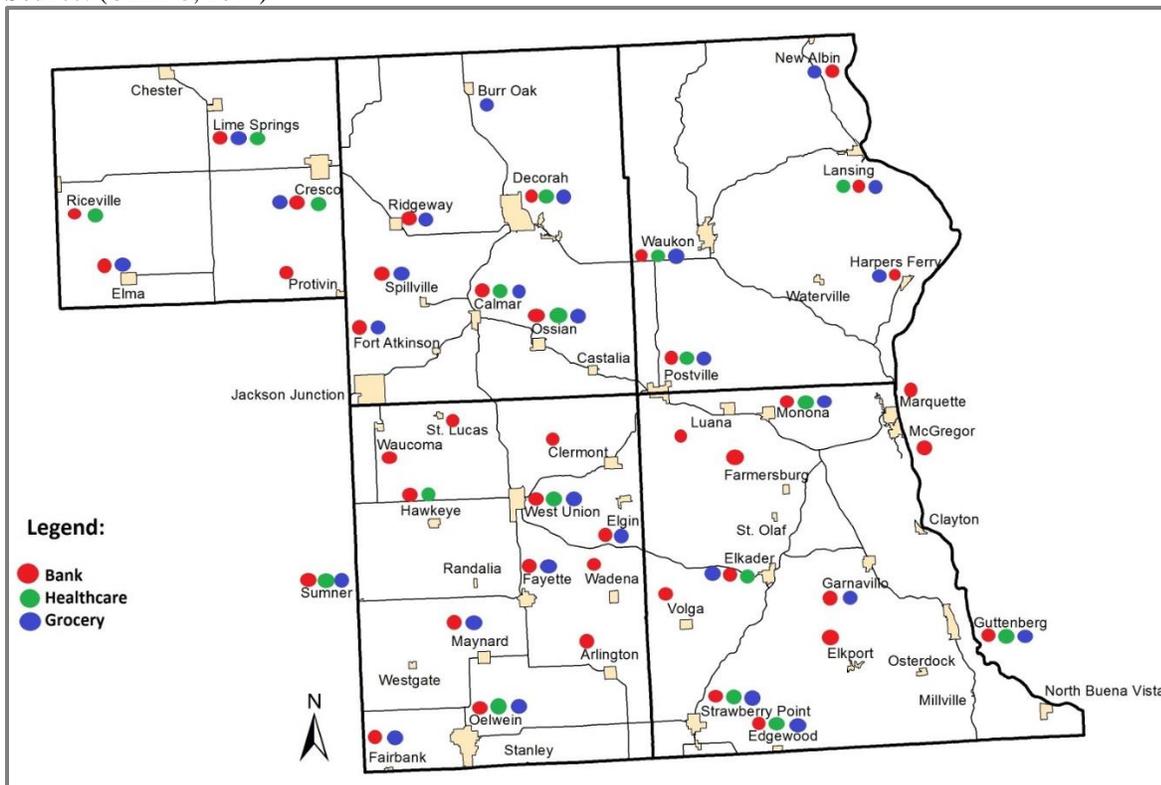
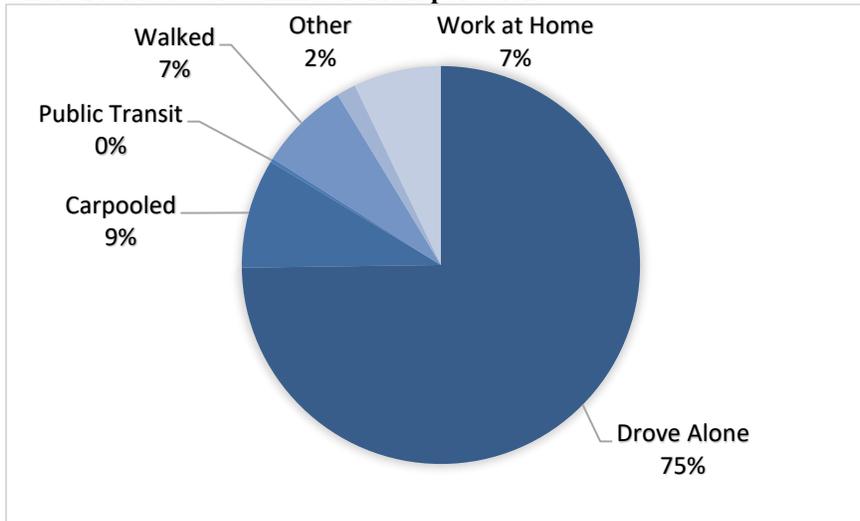


Chart 14 illustrates the modes of transportation most often used by workers to get to work in the RPA-1 region. About 75% of the workforce in the region drive to work alone. Winneshiek County is an outlier within the region with 66.2% driving to work alone. Workers in Winneshiek County were also more likely to walk to work than in other counties, with over 15% walking to work. Carpooling was highest in Allamakee County where approximately 11% shared rides to work. Over 10% of Howard County workers worked at home (U.S. Census Bureau, ACS 2012-2016, n.d.).

Chart 14: Modes of Commuter Transportation



Source: (U.S. Census Bureau, ACS 2012-2016, n.d.)

Summary

The region is facing a declining and aging population. This is expected to have an impact on the overall transportation system and the long term economic prospects for the area. The declining population is already having an impact on the region's employers as they seek to hire quality employees from an ever-shrinking pool. The employee recruitment area has expanded for these businesses and ensuring an affordable ride to work for employees will be integral to developing the workforce needed to accommodate openings. An aging population will require the region's leadership to consider the safety of these older drivers and to realize that alternative modes of transportation will be necessary as older residents' abilities and preferences change. Overall, with a declining population, people are having to travel farther for work, recreation and shopping due to decreases in the overall number of businesses, but especially in smaller communities.

SECTION THREE: Coordination Issues

Regional Community and Agency Transportation Needs Assessments

In September 2017, RPA-1 created and distributed the regional community and agency transportation needs assessment survey to over 500 area organizations and contacts. Included in this group were human service and care providers, schools/higher education, preschool and childcare providers, medical and health service providers, city/county/government contacts, RPA-1 staff/boards/commissions, walkability and fitness representatives, transportation service providers, economic development and tourism entities, and workforce agencies. This survey was distributed electronically, with a web link to take users directly to the survey.

The community survey generated 75 responses and the agency survey generated 29 responses. The two surveys and response data can be found in Appendices A and B. Survey responses provide insight into how services need to be expanded and improved to better meet residents' needs. Some of the key findings and takeaways are illustrated below:

- Education, Employment Services, Disability Services, Counseling, Client Transportation, and Housing were the top six services the participating organizations provide.
- 71% of agencies do not provide their own transportation service for clients.
- Agencies responding to the survey identified persons with disabilities, low-income individuals, or students as their most likely client type.
- Community survey respondents identified the weekends as the most common travel time (74% of respondents), with weekday daytime travel (61%) and evening travel (48%) the next most likely travel times.
- Agency survey respondents identified weekdays as the most common travel time for clients (68% of respondents), with weekday evenings (53%), Saturdays (53%), and Sunday evenings (53%) the next most likely travel times.
- Top reasons for needing to travel according to both the community and agency transportation needs assessments were: **Recreation, Shopping, Employment, and Social/Entertainment**. Agency respondents also identified medical transportation as a common reason.
- 28% of community transportation survey respondents need to travel outside of their community on a daily basis, and 54% travel out of their community on at least a weekly basis.
- 63% of agency clients need medical transportation outside of their county of residence (33% need this transportation on a daily basis).
- Only 23% of agency survey respondents offered any type of weekend service, and only 4% offered any overnight service (the number would increase if on-call service was counted).
- Survey respondents preferred diverse methods for reserving transportation services (e.g. call-in, text, website reservation, etc.).

- When asked to provide feedback on how to improve public transportation service in the region, both agency and community survey respondents identified expanded hours of operation as a top need— in particular, more evening, overnight and weekend hours. Expanded service area and affordability of service were also commonly identified.
- Agency survey respondents identified persons with disabilities and the underemployed/unemployed as the groups that have the highest unmet transportation needs; students and low-income individuals followed closely.
- When asked which communities in the region could better serve clients if improvements were made to transportation services, the highest number of respondents identified needs in: Waukon, Decorah, Cresco, Hawkeye, and Fayette. Calmar, Oelwein, Postville and West Union were also identified multiple times.
- When asked to identify the most preferred mode of travel, survey respondents identified own-car as the most likely mode. After that, the most likely second choices were walking or carpool/vanpools. And at least 20% identified transit/taxi as their second choice.

2017 Transportation Summit

EARL Public Transit, Upper Explorerland Regional Planning Commission and the RPA-1 Transportation Advisory Group hosted the “Living in the Middle of Everywhere” Transportation Summit for the region on October 18, 2017. Northeast Iowa Community College and ITC provided support for the event as well, which was held at the Wilder Business Center in Calmar, Iowa. Holding a transportation networking conference was identified by the RPA-1 TAG as a goal in the last PTP update, and this summit was designed to meet that goal. The summit was intended to provide a venue for discussion and sharing regarding regional transportation needs and coordination issues, and improvements to transportation to support a stronger economy and a higher quality of life for northeast Iowa residents.



Photo Credit: Sam Castro, EARL Public Transit Mobility Manager

Over 500 stakeholders from inside and outside the region were invited to the transportation summit, including representatives from government, service/care organizations, education/childcare, economic development and tourism, transportation services, workforce development, walkability and fitness, trails and recreation, and more. Also, the public was invited to attend the summit via countywide newspaper and radio advertising.

The summit included talks by two keynote speakers and nine best practice speakers, sharing information on transportation as it relates to diverse areas of the economy and culture. It also provided opportunities for informal networking and small group discussions and feedback. The summit had 68 registered attendees. A transportation summit summary is provided in Appendix E: Transportation Summit Materials.

Information from small group discussions was gathered during the transportation summit. Summit attendees were also given the opportunity to provide feedback via an online survey shared after the event, and were asked to attend the November 2017 TAG meeting at which goals and strategies for the PTP were discussed. Notes from the Transportation Summit event are included in Appendix E. Recurring themes included the following:

- There is an interest in more walkability and bikability in the region, especially trails (local and regional). There were several attendees interested in the topic of health/fitness as they relate to a system of sidewalks and trails, and associated programs.
- Attendees were interested in expanding rideshare opportunities in the region to meet transportation needs.
- Expanded transit service hours is a need. Attendees provided suggestions for driver recruitment, including considering alternative options, such as volunteers, etc.
- Attendees were very interested in steps communities could take to support better intercity transit, including considering focused transit route connections for commuter service, looking at city bus service options, working with employers to find transportation solutions, etc.

Community Transportation Feedback Summary

In discussing the survey results, and feedback from the 2017 Transportation Summit, the RPA-1 Transportation Advisory Group identified several common themes:

- There is a need for expanded public transportation service in the region, especially when it comes to evening and weekend hours. Expanded service area is also sought by many. The availability of drivers has impeded EARL Public Transit in being able to expand services as they would like. Continuing to focus on driver recruitment will be a priority for the region.
- Transportation services need to continue to assist those in greatest need of transportation services (e.g. those with disabilities, low-income, students, etc.), while also considering new options for supporting the region's workforce. Survey respondents expressed an interest in alternative transportation choices such as carpools and vanpools. EARL Public Transit may be able to support the expansion of these modes to better serve diverse transportation needs.
- EARL Public Transit can continue to build public relations and marketing to connect users with transportation services. Expanding technology options to improve use and accessibility of transit services should be part of that.

EARL Public Transit Services and Engagement

Marketing for Ridership

Although most residents of the region are aware of the public transit agency, many are unsure who can ride it, where it would take them and how to make arrangements for a ride. Methods EARL Public Transit has employed to communicate available services and programs include: updating brochures and distributing them to human service agencies, larger employers, tourism and economic development offices, and higher education schools in the region; radio, newspaper and magazine advertising; internet/Facebook boosts; flyers at agencies; community outreach/events like the Pooch Scooch fundraiser, Leprechaun Loop safe ride shuttle bus, Nordic Fest Shuttle and more; and presentations at civic and community organizations.

Collaborations for Support

Beyond the community of Decorah, subsidies through community partnerships have yet to be established. The City of Decorah maintains its commitment of \$14,000 to Hometown Taxi. The funds are administered through EARL Public Transit and subsidize rides for elderly residents. EARL Public Transit matches the city's subsidy at the current time, but it is uncertain how long this extra subsidy will continue. The Depot, a Decorah faith-based organization, continues to help subsidize Hometown Taxi rides for disabled individuals by reimbursing the taxi service for rides provided.

Outreach to Elected Officials and Stakeholders

The education of elected officials and stakeholders is an ongoing process. UERPC continues to participate in the Six-County Meetings held five times a year. These meetings provide the opportunity to share issues and ideas for passenger transportation among RPA-1 county supervisors and engineers. In addition, UERPC continues to host regional legislative forums for the region. These forums allow for the education of state legislators regarding our area's transportation needs.

Beyond local officials, service organizations often find that legislative decisions at the state or even federal level have unintended consequences for their clientele. The TAG will continue to monitor these discussions and provide input as necessary to legislators.

Mobility Manager

The Mobility Manager for the region has been given these main focus areas: strengthen partnerships, perform community outreach, identify unmet needs, and develop new services. To accomplish the outreach and partnership building, the Mobility Manager has been attending meetings and giving presentations on a very regular basis throughout the five-county area. He has spent time talking and listening to people to try to identify unmet needs and to gather ideas for service improvements. This helps make and strengthen community connections and helps spread the word about Mobility Management and Public Transportation.

Achievements to date include:

- Worked with partners in planning, economic development and work force to identify transportation barriers to employment in our area and develop possible solutions.
- Updating a transportation website for NE Iowa that will give people a single place to go for transportation information.
- Other achievements include a \$.50/mile ridership program, the crisis fund, serving as marketing chair of the United Way Board, and alternative outreach (a leadership class, participating in community organizations, etc.)

Transit Improvements

EARL Public Transit continues to improve technology to support its operations. They have replaced the Ranger dispatch devices in each vehicle with Samsung Galaxy Tab E 9.6" tablets assigned directly to each driver. Initially, these tablets will be used primarily for dispatches, GPS mapping, and driver emails, with potential future options of Transit forms and reference documents. The internal scheduling and dispatch system continues to be updated as necessary to provide consistent, timely service to riders.

In April 2016, EARL Public Transit was able to purchase the property and buildings they had leased for years as their shop in West Union. The two primary buildings were re-sided, re-roofed, and improved in many ways while three decrepit buildings were razed to make room for expanded parking.

In September 2017, EARL Public Transit consolidated six staff offices into one with space to grow as needed. This has improved communications and efficiency.

The Charter rule continues to be a challenge for small nonprofit organizations looking for reasonably priced group transportation in the area. The current Charter rules are being revisited by FTA and it is hoped that a solution that works for both public and private transportation providers will be attained.

Wheels for Work Program

EARL Public Transit offers a zero-interest loan for qualified and employed low income individuals to purchase a reliable car to get them to work and for normal transportation needs. The "Wheels for Work" program initially began in 2012 with a JARC grant that expired in September 2015. Since then, the program became self-funded with client loan payments and expanded to seven counties from the original five. Applicants to the program receive financial and budgeting education and are referred to reputable car dealers.

Nineteen clients have received loans since the program's beginning, 11 of those since the program became self-funded. The program's goal is to award eight loans a year. In 2017, Wheels for Work began giving loans for approved car repairs to clients already in the program. Five were approved that year. Wheels for Work would like to give more loans as funds become available. They are considering accepting charitable donations of cars to sell and designing fundraising projects.

Previous and Potential Obstacles to Priorities and Strategies

Obstacles to overcome from the previous PTP were a lack of general public education of transit services, as well as the very restrictive nature of the Charter rule. The development of the NEIAgo website has halted and its duties will soon be transitioned to a regionalized version of Iowa DOT's www.iowarideshare.org website with links to local private providers as well as other resources in Northeast Iowa.

The commuter routes mentioned in the previous PTP did not work because services were barely utilized. The diffuse nature of a rural region, coupled with a strong car culture reinforcing independence did not mix well. As a result, EARL Public Transit has shifted the focus away from fixed, rural commuter routes and has begun the process of piloting a vanpool program to better address rural needs while maintaining some independence.

A potential obstacle that could prevent meeting goals identified in this plan is a lack of drivers. EARL Public Transit has found this to be a problem for every industry region-wide, not just transit. There are currently no other foreseen barriers to implementing the priorities, strategies, and goals of this PTP.

Future Needs for Transit

EARL Public Transit predicts they will need to expand their shop from three to four or five maintenance bays to handle their growing fleet. Other shop improvements will likely include a new heating, air, and ventilation system along with paving the parking lot.

EARL Public Transit is continually assessing the best composition of its fleet to serve Northeast Iowa; currently they are assessing the potential need for seven more passenger conversion vans to replace five passenger mini vans. They are also considering hybrid and/or electric buses as grant opportunities arise.

SECTION FOUR: Priorities and Strategies

This section details the priorities and strategies to improve transit service in Region 1. These priorities come from the 2017 Agency Transportation Needs Assessment, the 2017 Community Transportation Needs Assessment, feedback on transportation issues gathered during the October 18th, 2017 RPA-1 Transportation Summit, and analysis of these by the RPA-1 Transportation Advisory Group (TAG).

Photo Source: Sam Castro, EARL Public Transit Mobility Manager



Priority #1: Make transit easier for all to use

Goal 1: Streamline Public Transportation Services

Ensure that transportation services are available with ease and accessibility for all.

Goal 2: Clarify Charter Rule

Clarify Charter Rule and School Service Rule for public transit. There are many opportunities to improve the effectiveness of public transit (particularly in rural areas where transportation choices can be limited), but these rules can be restrictive in efforts to do so.

Goal 3: Ensure awareness of the impacts of transportation availability and connectivity on the region's residents

Educate stakeholders in the five-county region regarding findings from the RPA-1 2017 Transportation Needs Assessments, feedback from the RPA-1 2017 Transportation Summit, and findings from related transportation plans and documents (e.g. 7 Rivers Alliance WISE Plan [2017]), which underlie the importance of transportation services/public transportation for the region's residents, and detail how services need to be expanded and improved to meet residents' needs.

Goal 4: Support and collaborate on transportation strategies identified for the region in the 7 Rivers Alliance WISE Plan (2017).

Strategy 1: Review and pursue WISE Plan transportation actions when appropriate and as resources permit, particularly where strategies have been proposed for diversifying and filling gaps in transportation service in the region (e.g. carpools/vanpools, rideshares, park & rides, etc.).

Strategy 2: Support the work of Northeast Iowa Business Network in acting on transportation strategies identified in WISE Plan (with support from Iowa Economic Development Authority (IEDA) grant).

Priority #2: Improve communication efforts between all providers

Goal 1: Better communication between all entities (housing, economic development, tourism, etc.)

Better communication between all entities would allow for further development of transit as well as opportunities for synergistic marketing efforts.

Strategy 1: Engage speakers knowledgeable regarding transportation issues impacting the region's residents, particularly where issues are of importance to decision makers.

Strategy 2: Continue to organize, and explore new opportunities for, summits, conferences, or round tables addressing transportation issues for the region.

Strategy 3: Better engage service providers in RPA-1 Transportation Advisory Group (TAG) meetings and activities.

Strategy 4: Better engage medical representatives in planning for medical transportation services.

Strategy 5: Improve communication with elected officials and strengthen outreach efforts with city, county, region, state, and federal officials.

Goal 2: Organize regular regional transportation conference to engage stakeholders from diverse fields and enhance relationships to improve transportation services and coordination in the region

Strategy 1: Organize a Transportation Summit every two to three years, prior to updates of the RPA-1 Passenger Transportation Plan.

Strategy 2: Organize a discussion between service providers in the region to share information on the impacts of Medicaid on transportation users and services.

Goal 3: Develop a transportation stakeholder map

Develop a map that details where people are coming from, where they are going, and which agencies can assist in making that link within the region.

Strategy 1: Work with Iowa Workforce Development to obtain and analyze data on commuting/travel patterns for the region's residents

Strategy 2: Develop a stakeholder map to visualize key data regarding commuting/travel patterns and destinations for the region's residents

Goal 4: Establish connections to neighboring transit systems to better serve commuters

Focus connectivity and coordination efforts on places that are shown to be the origin or destination of commuters into and out of the RPA-1 region (e.g. Rochester area, Cedar Rapids), and generally throughout the tri-state area (southeast Minnesota, northeast Iowa, and west-central Wisconsin).

Priority #3: Continue enhancement of Public Transit in Region 1

Goal 1: Transition role of NEIAgo.com to regionalized Iowa Rideshare-type website

Transition duties of NEIAgo.com to a regionalized version of Iowa DOT's www.iowarideshare.org website with links to local private providers as well as other resources in Northeast Iowa.

Goal 2: Maintain the work of a Mobility Manager within the region

The Mobility Manager's role has continued to strengthen transit within Region 1 and maintaining that work is vital to ensuring transit service is consistently improving.

Goal 3: Continue to re-image Public Transit

Re-imaging to the new "EARL" logo will take some time as the bus replacement plan goes through its course but ensuring all other materials have EARL logos on them will help ensure recognition of these items in connection with the buses.

Goal 4: Marketing for Public Transit

Marketing for Public Transit will always be needed to bring in new riders.

Strategy 1: Work on development of EARL Public Transit website, to improve and expand what can be offered to clients online (e.g. online registration, connections to Iowa Rideshare, etc.).

Goal 5: Develop "how-to" guides to make using transit easy

Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process.

Goal 6: Grow and build awareness of the Wheels for Work Program

This program enables low income workers to own a reliable car.

Goal 7: Seek new and additional financing for Public Transit

Continue to explore new State and Federal grants, as well as foundation and individual philanthropy funding opportunities.

Goal 8: Consider opportunities for improving technology for public transit

Strategy 1: Consider funding options for purchasing electric buses for public transit, to reduce costs and lower emissions from transit vehicles.

Strategy 2: Pursue options for incorporating wireless service on the public transit fleet to better serve transit users.

Goal 9: Prioritize finding drivers for public transit

Prioritize finding drivers for public transit to improve transit availability, including considering “outside the box” options such as volunteer drivers.

Priority #4: Build Partnerships and Engage in Community Outreach to Further Serve Transportation Needs in the Region**Goal 1: EARL Public Transit to explore partnering with institutions of higher education to identify opportunities for establishing transit routes or services for students**

(E.g. Upper Iowa University, Luther College, Northeast Iowa Community College, etc.)

Goal 2: EARL Public Transit to engage large employers to discuss the establishment of van pool programs for employees

Strategy 1: Identify interested employers

Strategy 2: Establish a pilot vanpool program

Goal 3: EARL Public Transit to explore offering scheduled excursion trips to regional destinations to the general public

Possible destinations/activities include: movie nights/theaters, vineyards, shopping trips, nature and recreation areas, etc.)

Priority #5: Improve Service to Area Medicaid Members**Goal 1: Collaborate with Iowa’s Managed Care Organizations (MCOs) to provide affordable transportation****Goal 2: Educate county, state, and federal elected officials about needed improvements in Iowa’s privatized Medicaid system**

SECTION FIVE: Funding

Funding for transit services in all areas is crucial for continued services to meet needs. Financial support comes from many sources including local, state and federal funding sources. This section describes the funding sources and what they can or have been used for in the region. The Iowa Department of Transportation also has a listing of transit funding information available on their website:

http://www.iowadot.gov/pol_leg_services/Funding-Guide.pdf

Local Funding Programs:

Contract Revenues: Contract Revenues are available from Iowa's Medicaid Managed Care Organizations (MCOs), human service agencies, local communities and private businesses that are willing to pay a portion or all of the cost of a certain type of ride that is provided as part of the public transit operation. These routes are considered contract revenues and can count in the local match if needed for federal projects. This revenue fluctuates and cannot always be relied on.

Passenger Revenues: Fees paid by the passenger for transportation services. This is the most common local financial support. This follows ridership numbers so if there are riders this is guaranteed funding.

The Depot & City of Decorah/Hometown Taxi: The City of Decorah helps subsidize local elderly rides and the Depot of Decorah helps subsidize local disabled rides through Hometown Taxi in Decorah. EARL Public Transit coordinates those funds.

State Funding Programs:

State Transit Assistance (STA): Funding for public transit systems that can be used for operating, capital or planning expense. Approximately 97 percent of funding is distributed among eligible transit systems using a performance-based distribution formula calculated on prior year statistics for rides, miles, operating cost, and local support. There is no local match requirement for formula funds. This funding is reasonably achievable in the life of this plan.

State Transit Assistance (STA) Special Project: Iowa DOT has \$300,000 in reserve funding for STA each year specifically for special projects to help better transit in Iowa. These can include individual special projects for new services needed to support human services coordination, statewide transit training needs (including transit training fellowships), and emergency projects. Coordination projects will normally have an 80/20 match ratio for the first year and a 50/50 match ratio for the second year. By the third year the project should be self-sustaining. Fellowships require a local match of 20 percent.

AMOCO Loan: AMOCO is a capital match revolving loan fund that was created by the Legislature in Iowa. The funds come from the settlement Iowa received from the American Oil Company (AMOCO). The loan program must be agreed upon by the Iowa DOT and the Iowa Department of Natural Resources (DNR). All transit systems in Iowa are eligible for loans under this program. This program is no interest loans to transit systems within the state. This loan can also be used as part of the local match for federal programs and paying it back over an allotted amount of time. This loan is reasonable achievable in the life of this plan.

Public Transit Infrastructure Grants: The Public Transit Infrastructure Grant came about in 2006 after the Iowa Legislature wanted to fund vertical infrastructure needs of Iowa's transit systems. Projects can include new construction, reconstruction or remodeling, but must include a vertical component to qualify.

Projects are evaluated based on anticipated benefits to transit, as well as the ability to have projects completed quickly (generally within 18 months). A minimum 20 percent local match is required, even when state and federal funds are combined to fund the project.

Congestion Mitigation/Air Quality (CMAQ) Program: This program funds vehicle replacement projects. Urban and regional transit systems are eligible. Non-federal matching funds of 20% required other than those that are compliant with the requirements of the Americans with Disabilities Act of 1990 (ADA) and the Clean Air Act Amendment (CAAA).

Iowa Clean Air Attainment Program (ICAAP): This program funds highway/street, transit, bicycle/pedestrian, or freight projects or programs which help maintain Iowa's clean air quality by reducing transportation-related emissions. Eligible highway/street projects must be on the federal-aid System. Transit systems may apply directly for funds. Net operating costs of new transit services are eligible for up to three years (at 80 percent federal/20 percent local participation); however, an application must be submitted for each year funding is requested.

Federal Funding Programs:

Capital Only Program (Bus and Bus Facilities Formula Grants) (Section 5339): Federal transit funding that is limited to capital projects to replace, rehabilitate and purchase buses and bus-related equipment, and to construct bus-related facilities. Section 5339 is a program that is often used to exchange older higher-mileage vehicles for newer buses. These funds are reasonably achievable within the life of this plan.

Enhanced Mobility of Seniors and Individuals with Disabilities Program (Section 5310): This program was established to provide federal funding for support of transit activities in rural areas and in urban areas, to serve the special needs of transit-dependent populations beyond traditional public transit services and Americans with Disabilities Act (ADA) complementary paratransit services. This funding is reasonably achievable within the life of this plan.

Formula Grants for Rural Areas (Section 5311): Provides assistance for rural transit systems, allocated based on performance in the prior year. The area must be rural or urban areas of less than 50,000 in population. The funds can be used for operating, capital, planning and job access and reverse commute assistance. 75% is allocated to regional systems and 25% to the small urban systems. These funds are reasonably achievable within the life of this plan.

Intercity Bus Assistance (Section 5311(f)): This program provides funds for: existing intercity bus routes that tie Iowa to the rest of the country; new feeder routes which will give smaller communities access to existing intercity routes; marketing for new or existing routes; and providers' efforts to upgrade equipment and facilities to become compliant with the Americans with Disabilities Act of 1990 (ADA). States must expend at least 15 percent of Sec. 5311 funds each fiscal year to develop and support intercity bus transportation. Private intercity bus companies, public transit agencies and local communities are eligible. Joint private/public applications are encouraged.

Surface Transportation Program (STP) Funds: This Federal Highway Administration (FHWA) program provides flexible funding that may be used for transit projects. Requires a 20% match to 80% federal funding. In Region 1, the Upper Explorerland Regional Planning Commission administers these funds through an application process. These are achievable but are planned over 4 years in advance in the Transportation Improvement Program.

Rural Transit Assistance Program (RTAP): The RTAP program is a source of funding to assist and implement training and technical assistance programs and other support services meant to meet specific needs of transit operators that are in rural areas. The state is the direct recipient of the funding and typically uses it for training purposes. This funding could be accessible if EARL Public Transit were to offer training or technical assistance programs.

Other Non-State and Federal Funding Programs

CTAA – Community Development Transportation Lending Services: Community Development Transportation Lending Services (CDTLS) offers assistance to create sustainable and profitable business enterprises in the transportation field. The efforts of CDTLS include supporting the development of businesses that move people and products in a cost-effective way. This program has a specific focus on environmentally sound technology.

Easter Seals Project Action – Accessible Transportation Technical Support Project: The Accessible Transportation Technical Support Project assists communities in achieving transportation goals. This may be used to increase Americans with Disabilities Act (ADA) compliance or to maximize current transportation options. This funding may be available if there was veteran ridership shown.

United Way: United Way organizations across the State of Iowa provide funding for a variety of community organizations and services. In Region 1 there are two United Way agencies. These organizations can assist in providing funding for transportation services. Funds may be used in certain situations but overall this is not a long-term funding source.

Local Foundations: Many areas and businesses have local foundations in Region 1 that provide additional opportunities for funding in Northeast Iowa. Funding amounts are typically smaller.

Funding the Goals and Strategies of this PTP

EARL Public Transit uses the FTA 5311 funds and Iowa STA funds to pay for a portion of all its general operating expenses. The MCO Medicaid and County Social Services contractual rates and General Public fares normally cover the remainder of general operating expenses.

In the event EARL Public Transit encounters an annual shortfall, there are accumulated local funds that are sufficient to cover costs. Contract rates and general public fares are reviewed annually for relevance compared to actual expenses. The program expenses of the Mobility Manger are currently paid for by an Iowa DOT grant (80% grant and 20% local match). EARL Public Transit does not currently have any planned special projects to be paid by special grants.

Table 12 below compiles the goals and strategies of this plan and identifies potential funding sources for achieving them.

Table 12: Funding Options for Achieving Goals and Strategies

Goal/Strategy from 2018 PTP:	Funding Options:
Streamline Public Transportation Services	State Transit Assistance (STA), Formula Grants for Rural Areas (Section 5311), passenger revenues
Clarify Charter Rule	Not applicable
Ensure all five counties are aware of the impacts of transportation availability and connectivity on the region's residents. Educate stakeholders in the region.	Mobility management grants, Surface Transportation Block Grant Program (STBG) funds, passenger revenue
Support and collaborate on transportation strategies identified for the region in the 7 Rivers Alliance WISE Plan (2017).	Mobility management grants, Surface Transportation Block Grant Program (STBG) funds, local funds
Continue to organize, and explore new opportunities for summits, conferences, and round tables addressing transportation issues for the region + engage speakers	Mobility management grants, Surface Transportation Block Grant Program (STBG) funds, local funds
Communicate with and engage service providers, medical representatives, elected officials, etc.	Mobility management grants, Surface Transportation Block Grant Program (STBG) funds, local funds
Organize regular regional transportation conference to engage stakeholders from diverse fields and enhance relationships, to improve transportation services and coordination in the region	Mobility management grants, Surface Transportation Block Grant Program (STBG) funds, local funds
Develop a transportation stakeholder map	State Transit Assistance (STA), Formula Grants for Rural Areas (Section 5311), Mobility management grants, Surface Transportation Block Grant Program (STBG) funds, local funds
Establish connections to neighboring transit systems to better serve commuters	State Transit Assistance (STA), Formula Grants for Rural Areas (Section 5311), Mobility management grants, passenger revenues, Intercity Bus Assistance (Section 5311(f))
Support, maintain and promote NEIAgo.com	Mobility management grants, local funds
Maintain the work of a Mobility Manager within the region	Mobility management grants, local funds
Continue to re-image Public Transit	Mobility management grants, local funds
Marketing for Public Transit	Mobility management grants, local funds
Develop "how-to" guides to make transportation easy	Mobility management grants, local funds
Grow and build awareness of the Wheels for Work Program	NEICAC, self-funding, contributions
Seek new and additional financing for Public Transit	Contributions, foundations, new infrastructure funds or grants as developed
Consider opportunities for improving technology for public transit (including looking into possibility of electric bus)	Capital Only Program (Bus and Bus Facilities Formula Grants) (Section 5339) - Low and Zero Emission Vehicle Funding, Congestion Mitigation/Air Quality (CMAQ) Program, Surface Transportation Program (STP) Funds, Iowa Clean Air Attainment Program (ICAAP)

Goal/Strategy from 2018 PTP:	Funding Options:
Prioritize finding drivers for public transit	State Transit Assistance (STA), Formula Grants for Rural Areas (Section 5311), passenger revenues
Public transit to consider partnering with higher education schools to identify opportunities for establishing transit routes or service for students	Mobility management grants, local funds
Public transit to engage large employers to discuss the establishment of van pool programs for employees	State Transit Assistance (STA), Mobility management grants, local funds
Public transit to consider options for offering scheduled excursion trips to regional destinations to the general public	Local funds
Collaborate with Iowa's Managed Care Organizations (MCOs) to provide affordable transportation	Contract revenues
Educate county, state, and federal elected officials about needed improvements in Iowa's privatized Medicaid system	Local funds

Appendix A: 2017 Community Transportation Needs Assessment

Q1. What county do you live in?

ANSWER CHOICES	RESPONSES	
Winneshiek County	42.25%	30
Allamakee County	19.72%	14
Howard County	14.08%	10
Fayette County	12.68%	9
Clayton County	11.27%	8
TOTAL		71

Q2. What is your age?

ANSWER CHOICES	RESPONSES	
25 - 44	42.67%	32
55 - 59	18.67%	14
60 years and over	18.67%	14
45 - 54	17.33%	13
20 to 24	2.67%	2
16 to 19	0.00%	0
TOTAL		75

Q3. What types of trips do you take? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Recreation	85.29%	58
Shopping	82.35%	56
Employment	77.94%	53
Social/entertainment	76.47%	52
Family/Friend visits	75.00%	51
Medical Appointments	67.65%	46
Meals/nutrition	54.41%	37
Religious	30.88%	21
Total Respondents: 68		

Q4. How often do you travel outside of your community?

ANSWER CHOICES	RESPONSES	
Weekly	53.62%	37
Daily	27.54%	19
Monthly	14.49%	10
Rarely	2.90%	2
A few times a year	1.45%	1
TOTAL		69

Q5. How often do you travel outside of your county?

ANSWER CHOICES	RESPONSES	
Weekly	46.38%	32
Monthly	31.88%	22
Daily	14.49%	10
A few times a year	4.35%	3
Rarely	2.90%	2
TOTAL		69

Q6. When you travel outside of your community, what types of trips are you taking? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Shopping	75.36%	52
Family/Friend Visits	69.57%	48
Recreation	66.67%	46
Social/Entertainment	66.67%	46
Employment	62.32%	43
Medical Appointments	56.52%	39
Meals/Eating	49.28%	34
Religious	7.25%	5
Total Respondents: 69		

Q7. When do you typically travel? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Weekends	73.91%	51
Daytime 8:00 a.m. to 3:00 pm	60.87%	42
Monday through Friday	60.87%	42
Afternoon 3:00 p.m. to 6:00 p.m.	59.42%	41
Evening 6:00 p.m. to 10:00 p.m.	47.83%	33
Holidays	40.58%	28
Early morning 5:00 a.m. to 8:00 a.m.	39.13%	27
Overnight hours 10:00 p.m. to 5:00 a.m.	4.35%	3
Total Respondents: 69		

Q8. If you commute to work, what is your average commute time (one-way)?

ANSWER CHOICES	RESPONSES	
Less than 10 minutes	46.88%	30
20 to 24 minutes	12.50%	8
15 to 19 minutes	9.38%	6
25 to 29 minutes	9.38%	6
35 to 44 minutes	6.25%	4
10 to 14 minutes	4.69%	3
30 to 34 minutes	4.69%	3
45 to 59 minutes	4.69%	3
60 or more minutes	1.56%	1
TOTAL		64

Q9. If you commute to work, how many miles is your commute?

1 – 5 miles: 26 responses
 6 – 10 miles: 6 responses
 11 – 20 miles: 10 responses
 21 – 30 miles: 9 responses
 More than 30 miles: 6 responses

Q10. What forms of transportation do you prefer (most to least preferred)?

	1	2	3	4	5	6	TOTAL	SCORE
Car (Own Vehicle)	71.88% 46	7.81% 5	7.81% 5	1.56% 1	4.69% 3	6.25% 4	64	5.22
Biking	11.63% 5	16.28% 7	23.26% 10	13.95% 6	23.26% 10	11.63% 5	43	3.44
Transit / Bus / Shuttle	8.70% 4	19.57% 9	19.57% 9	13.04% 6	26.09% 12	13.04% 6	46	3.33
Walking	8.33% 4	33.33% 16	22.92% 11	10.42% 5	12.50% 6	12.50% 6	48	3.77
Taxi	7.14% 3	7.14% 3	11.90% 5	19.05% 8	16.67% 7	38.10% 16	42	2.55
Car (Carpool / Vanpool / Rideshare)	4.55% 2	31.82% 14	15.91% 7	40.91% 18	2.27% 1	4.55% 2	44	3.82

Q11. Public transportation in the region is provided by both public and private providers. Please indicate how current service could be improved. (Select all that apply)

ANSWER CHOICES	RESPONSES
Expanded service outside of town	65.00% 39
Expanded hours of operation	60.00% 36
Affordability of service	41.67% 25
Better advertising/marketing	40.00% 24
More options for requesting service (e.g. call-in, website, phone app/text)	38.33% 23
Accessibility of service	31.67% 19
Better coordination between service providers	21.67% 13
Payment methods	20.00% 12
Other (please specify)	13.33% 8
Total Respondents: 60	

Q12. What type of public transportation do you need? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Curb-to-curb demand response service (call ahead for scheduled pick-up)	41.18%	21
Fixed route, deviated service (bus operates regular routes, can go off routes on request)	31.37%	16
Fixed route scheduled bus service (pick-up at designated bus stops)	27.45%	14
Door-to-door demand response (call ahead for scheduled pick-up)	27.45%	14
Other (please specify)	23.53%	12
Total Respondents: 51		

Q13. If you could change one thing about public transportation what would it be? Why?

Expanded hours:

- Expanded hours - evening and weekend availability
- Operating hours
- More than two days of transit in Elkader a week
- Weekends and longer hours
- Increased availability in the evening hours to encourage leisure travel in the region (restaurants, breweries) and discourage drunk driving
- Desperately need longer hours. I feel like they aren't available when needed (nights).
- Offer more days of service in Elkader.
- That it would be available when normal transit does not run--early a.m., pm, weekends & holidays
- Hours of availability
- To run until 10 pm or later, and on the weekends. People work all different hours and need rides during those work shifts as well.
- More hours and affordability
- More readily available for clients regardless of day of the week or time for pickup.

Expanded service area:

- More mass transit between cities
- Have taxi service in Cresco
- Available in small rural towns, intracity and intercity (from city to city). Safe.
- Increase the options
- Availability to take me to college
- Open up the routes for more availability

Lower cost:

- Lower cost
- Affordability for those requiring it.
- Affordable taxi options for the small towns outside of Decorah would be helpful, too (ex: Calmar, Spillville, Fort Atkinson, etc.)
- I have heard that it is expensive but I have not had to use it myself.
- Cost (lower)

- Cost for groups

More information available / publicity on public transportation:

- I don't know where to find information about it in my community.
- Materials available to the community that list ALL of the options/taxi businesses and their information, so that way we can give equal information to our clients.
- I would make sure everyone in the community knows what public transportation is and hours that it runs and the cost. No one in the county has answer on this issue except the Public Health Department.

Miscellaneous:

- Get cities and businesses to encourage and participate more. Offer more incentives for employees and residents to participate.
- Need wifi on routes
- Stigma of public transit use
- I wish I would have more of a need to take advantage of public transportation because I want to support the idea, but I just don't have a great need for it at this time in my life.
- If there were options for fun weekend destination day trips to visit Yellow Forest/Niagara Cave/Effigy Mounds/other regional sites provided by public transportation, then I would see myself utilizing public transit.
- Not sure if this fits within the public transportation discussion or not, but it would be really neat to see some type of car rental/'car to go' service available in our region. The only reason I have my car is to visit family outside of the region and would gladly get rid of it if I could rent one (...and then would maybe be more apt to taking transit...). Just a thought.
- Downsize the service. Family members can assist with transportation. Otherwise it offers private individuals opportunity to make some money.
- None. I normally will only travel by car.

Q14. Please rank preferred methods for requesting transportation service:

	1	2	3	4	TOTAL	SCORE
Call-in	45.10% 23	9.80% 5	13.73% 7	31.37% 16	51	2.69
Phone app	31.25% 15	22.92% 11	16.67% 8	29.17% 14	48	2.56
Reserve using website	15.56% 7	40.00% 18	22.22% 10	22.22% 10	45	2.49
Text	14.00% 7	32.00% 16	44.00% 22	10.00% 5	50	2.50

Appendix B: 2017 Agency Transportation Needs Assessment

Q1. Please indicate the types of services your organization provides. (Select all that apply)

ANSWER CHOICES	RESPONSES	
Education	30%	8
Employment services	26%	7
Disability services	22%	6
Counseling	19%	5
Client transportation	19%	5
Housing	19%	5
Government services	15%	4
Economic development	15%	4
Community development	15%	4
Other (please specify)	15%	4
Medical service	11%	3
Recreation/fitness	11%	3
Senior services	4%	1
Food and/or clothing	4%	1
Religious	4%	1
Legal services	0%	0
Total Respondents: 27		

Q2. What communities and/or counties does your organization serve? Please define:

Specific Counties:

- Allamakee County: 2
- Winneshiek County: 1

Specific Cities:

- City of Oelwein
- West Union
- Elkader
- The City of Fayette
- Guttenberg and surrounding community. Mostly Clayton & Dubuque County.

Multiple Cities:

- West Union, Fayette, Hawkeye, Eldorado
- Independence, Oelwein, Jesup, Winthrop, Hazelton

Multiple Counties/Regions:

- All of northeast Iowa
- 11 counties in Northeast Iowa
- Howard, Chickasaw, Winneshiek, Allamakee, Clayton, Delaware, Fayette Buchanan
- Winneshiek, Allamakee, Howard, Fayette, Clayton
- Allamakee, Bremer, Chickasaw, Clayton, Fayette, Howard and Winneshiek
- All of northeast Iowa, southern Minnesota, western Wisconsin
- Winneshiek, Howard, Chickasaw, Fayette, Clayton, Allamakee, Buchanan (parts), Delaware (parts), (parts) Dubuque
- I work with Howard, Winneshiek, Mitchell and Floyd Counties
- Winneshiek and Allamakee
- Clayton, Delaware, Fayette
- Allamakee, Clayton, Fayette, Howard, Delaware, Winneshiek and Chickasaw
- Northeast Iowa, northern Fayette, parts of western Clayton, southern Winneshiek, southwestern Allamakee, and eastern Chickasaw, northeastern Bremer
- Winneshiek, Howard, Allamakee,
- Allamakee, Chickasaw, Clayton, Howard, Fayette & Winneshiek
- Omaha-Council Bluffs TMA
- Eastern 2/3rd of Iowa & SE Minnesota. Offices in Decorah, Waterloo, Newton & Ft Dodge, IA.

Q3. What are your agencies operational hours and days of week? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Monday through Friday	65%	17
8:00 a.m. to 5:00 p.m.	58%	15
24/7 or on-call	38%	10
Weekends	23%	6
5:00 p.m. to 10:00 p.m.	19%	5
Holidays	15%	4
5:00 a.m. to 8:00 a.m.	8%	2
10:00 p.m. to 5:00 a.m.	4%	1
Total Respondents: 26		

Q4. What categories best describe your principal clients?

ANSWER CHOICES	RESPONSES	
Persons with disabilities	48%	13
Low income persons	41%	11
Students	37%	10
Unemployed / Underemployed	33%	9
Other (please specify)	30%	8
Senior citizens	22%	6
Limited English	11%	3
Homeless	7%	2
Total Respondents: 27		

Q5. What types of trips do your clients need? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Recreation	57%	12
Shopping	52%	11
Employment	52%	11
Medical Appointments	43%	9
Social / entertainment	43%	9
Meals / nutrition	33%	7
Family / Friend visits	33%	7
Other (please specify)	33%	7
Religious	24%	5
Total Respondents: 21		

Q6. Do your clients need medical transportation outside the county?

ANSWER CHOICES	RESPONSES	
Yes	63%	12
No	37%	7
TOTAL		19

Q7. How often? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Daily	33%	6
Monthly	33%	6
Weekly	22%	4
Not applicable	17%	3
Other (please specify)	11%	2
Total Respondents: 18		

Q8. When do your clients need public transportation? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Weekdays, 7:00 AM to 5:00 PM	68%	13
Weekdays, 5:00 PM to 10:00 PM	53%	10
Saturday, 7:00 AM to 5:00 PM	53%	10
Sunday, 5:00 PM to 10:00 PM	53%	10
Saturday, 5:00 PM to 10:00 PM	47%	9
Sunday, 7:00 AM to 5:00 PM	47%	9
Other (please specify)	42%	8
Holidays	37%	7
Friday/Saturday after 10:00 PM	26%	5
Total Respondents: 19		

Q9. What type of public transportation do your clients need? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Fixed route, deviated service	52.63%	10
Fixed route scheduled bus service	47.37%	9
Door-to-door demand response	47.37%	9
Curb-to-curb demand response service	42.11%	8
Other (please specify)	21.05%	4
Total Respondents: 19		

Q10. Does your organization provide client transportation in any of the following ways? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Do not provide transportation	71%	15
Volunteers provide client transportation	19%	4
Operate transportation vehicles	10%	2
Contract with transportation provider	10%	2
Staff provides client transportation	10%	2
We purchase or subsidize fares (or passes)	5%	1
Total Respondents: 21		

Q11. If your organization does operate its own transportation vehicles, please specify how many and type:

How Many											
	1	2	3	4	5	6	7	8	9	10+	TOTAL
car	33% 1	33% 1	0% 0	0% 0	0% 0	0% 0	33% 1	0% 0	0% 0	0% 0	3
mini-van	0% 0	67% 2	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	33% 1	3
other	0% 0	0% 0	50% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	50% 1	2
light-duty bus	0% 0	0% 0	0% 0	100% 1	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1
Condition											
	NEW		GOOD		FAIR		POOR		TOTAL		
car	50% 1		50% 1		0% 0		0% 0		2		
mini-van	50% 1		50% 1		0% 0		0% 0		2		
light-duty bus	100% 1		0% 0		0% 0		0% 0		1		
other	0% 0		100% 1		0% 0		0% 0		1		
# of passengers											
	1-2		3-6		7-15		16+		TOTAL		
car	100% 2		0% 0		0% 0		0% 0		2		
mini-van	0% 0		50% 1		50% 1		0% 0		2		
light-duty bus	0% 0		0% 0		0% 0		100% 1		1		
other	0% 0		0% 0		0% 0		100% 1		1		

Q12. What category best describes your drivers?

ANSWER CHOICES	RESPONSES	
Staff	67%	4
Volunteers	50%	3
Other (please specify)	17%	1
Total Respondents: 6		

Q13. What is/are your transportation program funding sources:

- Private Company
- Our main funding source is Crime Victim's Assistance Division from the Attorney General's office
- MCO
- Federal 21CCLC grant
- Medicaid, Region funding
- Volunteer/donations

Q14. Requested contact information for organizations providing transportation services (submitted information not included in plan)

Q15. Public transportation in the Region is provided by both public and private providers. Please indicate how current service could be improved. (Check all that apply):

ANSWER CHOICES	RESPONSES	
Affordability of service	65.00%	13
Expanded hours of operation	60.00%	12
Expanded service outside of town	40.00%	8
Improved methods for requesting service (e.g. call, text, online, apps)	40.00%	8
Better advertising/marketing	30.00%	6
Accessibility of service	25.00%	5
Payment methods	20.00%	4
Better coordination between service providers	20.00%	4
Other (please specify)	10.00%	2
Total Respondents: 20		

Q16. What group(s) may have unmet transportation needs in the region? (Check all that apply)

ANSWER CHOICES	RESPONSES	
All of the above	58.82%	10
Persons with disabilities	35.29%	6
Unemployed or underemployed individuals	35.29%	6
Students	29.41%	5
Low income persons	29.41%	5
Homeless	17.65%	3
Limited English Proficiency (LEP) populations	11.76%	2
Senior citizens	11.76%	2
Other (please specify)	5.88%	1
Total Respondents: 17		

Q17. Please rank preferred methods for requesting transportation service

	1	2	3	4	TOTAL	SCORE
Call-in	66.67% 12	11.11% 2	11.11% 2	11.11% 2	18	3.33
Text	11.11% 2	77.78% 14	11.11% 2	0.00% 0	18	3.00
Reserve using website	11.11% 2	11.11% 2	27.78% 5	50.00% 9	18	1.83
Phone app	11.11% 2	0.00% 0	50.00% 9	38.89% 7	18	1.83

Q18. If you could change one thing about public transportation for your clients, what would it be? Why?

Expanded hours:

- The hours that transportation is available, especially nights and weekends.
- Transportation daily & all times in all towns
- Weekend and evening availability
- Accessibility for after hours
- More hours and affordability
- End of business day times - workers could plan for that - and we could piggyback on an employee focused designated route with centrally located drop off points.
- My clients desperately need services available at night.
- Expanded hours

Expanded service area:

- Availability from one town to another for purposes other than medical transportation

Lower cost:

- Lower cost
- Affordability

Miscellaneous:

- The ability to use transportation for other reasons not specific to medical or access to waiver services
- Designated routes on a time schedule where you can plan ahead for public transportation as an option.
- Accessibility

Q19. Which communities in the Region could better serve your clients if improvements were made to public transportation services? (Please list top three communities by greatest need):

- | | |
|--|---|
| <ul style="list-style-type: none"> • Decorah • Waukon • Cresco • Elkader • Guttenberg • Garnavillo • Waukon, Calmar, Decorah • Scheduled routes to and from bigger towns such as Cresco Decorah Waukon Calmar • Oelwein, Postville and Waukon • Decorah, Waukon, Cresco • We mainly serve clients in the Elkader area and could use extended hours in Elkader, but also outside of town to Decorah, Guttenberg, Manchester, Dubuque most often. | <ul style="list-style-type: none"> • Oelwein, Independence, West Union area • We have few students from Fayette and none from Hawkeye because of transportation concerns • Winneshiek, Fayette, and Buchanan (Independence) • Not sure, think all would benefit, but those outlying communities, like Postville, Fayette, and then the smaller communities like Clermont, Elgin, Hawkeye, etc. • West Union • Fayette • Hawkeye • MAT |
|--|---|

Q20. What areas of transportation service coordination would be of interest to your agency/organization?

ANSWER CHOICES	RESPONSES	
Joining a network of service providers	38.46%	5
Payment method options	30.77%	4
Shared routes	30.77%	4
Centralized scheduling	30.77%	4
Serve on the region's Transportation Advisory Group (meets approximately quarterly)	30.77%	4
Contract to provide services	15.38%	2
Other (please specify)	15.38%	2
Sharing vehicles with other agencies	0.00%	0
Cooperatively purchasing vehicles	0.00%	0
Pooling financial resources	0.00%	0
Total Respondents: 13		

Q21. What service restrictions or limitations exist for your organization? Please describe:

- I am unable to assist an individual with positions that require evening and weekend work if they don't have transportation
- No transportation is provided, as we do not provide services of this nature, however we are supportive of efforts to increase transportation accessibility.
- Availability of staff due to needs in crisis situations
- Budget and liability
- Lack of transportation after hours (evenings and weekends) and ability to use transit services to get to grocery store/shopping etc.
- Limitation of funds - transportation is expensive to provide and therefore we do not offer transportation as part of programming
- We do not provide transportation
- None
- We often have individuals needing rides, but they have no money with them and they need to have the fare upfront to secure a ride.
- Since we are non-profit, money

Appendix C: TAG Agendas and Minutes



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Transportation Advisory Group – RPA 1
Meeting Agenda: April 17, 2015
Upper Explorerland – Decorah Office Conference Room
9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting – review notes from January 16, 2015
3. Last meeting follow up:
 - a. TMS Contract?
 - b. Days on the Hill?
 - c. STA funding for commuter route?
4. NEICAC Transit Update
5. Passenger Transportation Plan (PTP):
 - a. Final plan approved by Policy Board in March, submitted to DOT
 - b. Review and Discussion of new priorities and goals (see handout)
 - c. Work plans?
6. Items from committee members: needs/concerns
7. Set next meeting date – July

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
April 17, 2015, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Spiff Slifka (Howard County Business and Tourism), Janna Diehl (NE Iowa Area Agency on Aging), Curt McNew (NEICAC Transit), Carol Kuene (Fayette County CPC Administrator), Karla Organist (UERPC)

1. Meeting called to order at 9:00 a.m.
2. Introductions: Janna Diehl will be replacing Greg Zars as our representative from Northeast Iowa Area Agency on Aging
3. Committee reviewed the notes from the January 16, 2015 meeting.
4. Follow up from the last meeting:
 - TMS contract – hasn't been completed yet – DHS wants it to be under a managed care program – reimbursement issues remain. Curt reported that stakeholders are trying to organize a meeting between legislators and Transit Agencies
 - Committee members reported on their progress this legislative season
 - Commuter route continues to have weak ridership – and only NICC students/staff seem to be participating. Curt has a meeting scheduled with NICC next month.
5. Mobility Manager/Transit Director Update:
 - With the departure of Jenna as the Mobility Manager, Curt is redistributing the work of the position to existing agency employees. Curt provided the committee with his plan (see attached handout) to ensure that the Mobility Manager responsibilities continue.
 - Committee discussed the free ride idea as an incentive to build more ridership. Nordic Fest and Homecoming were two in-town events, but also a day/week of free rides anywhere would allow more exposure.
6. Passenger Transportation Plan:
 - PTP was submitted, the DOT has requested a few additional changes. Michaela is working on that and will get it back to the DOT soon. It seems that they really want to see potential funding sources tied to the activities we plan to work on during the life of the plan
 - Committee reviewed the handout (emailed earlier) with the PTP goals and priorities. Committee approved the adjustment to the Mobility Manager Goal to remove the word "position" but keep the work and roles.
 - Selected three goals to begin working on immediately: the networking conference, the stakeholder map and the how-to guides. Will develop work plans at the next meeting.
7. Other items from committee members:
 - Committee members discussed changing budgets and restructuring services to make the best use possible of limited funding
8. The next meeting was set for July 17th, at 9:00 a.m. in the UERPC Decorah offices. Meeting adjourned at 10:30 a.m.



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Transportation Advisory Group – RPA 1

Meeting Agenda: July 17, 2015

ON EARL!!

9:00 a.m.

1. Welcome & Introductions
2. Riding the Bus 101
3. Recap of last meeting – review notes from April 17th, 2015
4. NEICAC Transit Activity Update & Discussions
5. Work Plans for Select PTP Goals:
 - a. Networking Conference
 - Goal: Consider a networking conference (possibly in conjunction with NIBN) - A networking conference in the region would be beneficial in many fields and enhance relationships that could benefit the link that brings them all together, transportation
 - b. Stakeholder Map
 - Goal: Develop a transportation stakeholder map - A map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region
 - c. How-to Guides
 - Goal: Develop “how-to” guides to make transportation Easy - Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process
6. Items from committee members: needs/concerns
7. Set next meeting date – October...

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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Transportation Advisory Group – RPA 1

Meeting Agenda: October 23, 2015

RETRY - ON EARLY!

9:00 a.m.

1. Welcome & Introductions
2. Riding the Bus 101
3. Recap of last meeting
4. NEICAC Transit Activity Update & Discussions
5. Handout Work Plans for Select PTP Goals:
 - a. Networking Conference
 - *Goal: Consider a networking conference (possibly in conjunction with NIBN) - A networking conference in the region would be beneficial in many fields and enhance relationships that could benefit the link that brings them all together, transportation*
 - b. Stakeholder Map
 - *Goal: Develop a transportation stakeholder map - A map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region*
 - c. How-to Guides
 - *Goal: Develop "how-to" guides to make transportation Easy - Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process*
6. Items from committee members: needs/concerns
7. Set next meeting date – December (public participation plan)

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
October 23, 2015, 9:00 a.m. - 325 Washington Street, Decorah, Iowa – on EARL

Present: Spiff Slifka (Howard County Business and Tourism), Janna Diehl (NE Iowa Area Agency on Aging), Curt McNew (NEICAC Transit), Fern Rissma (IowaWorks), Megan Stammeyer (UIU), Sam Castro (NEICAC Transit), Karla Organist (UERPC)

1. Meeting called to order at 9:00 a.m.
2. Committee members were given a ride on EARL Transit and learned about using Transit. Sam Castro was introduced as our region's new Mobility Manager
3. Mobility Manager/Transit Director Update:
 - Curt led the tour/ride and answered committee member questions regarding the bus.
 - Sam shared his ideas with the committee:
 - Events each month to promote Transit (stuff the bus, holiday light rides...) he is asking for additional ideas. Committee members mentioned UIU's day of service on Earth Day. They also mentioned that most of the agencies represented on this committee have newsletters and /or websites and other social media that can be used to help spread the word about the events
 - He is working on ways to make riding the bus less intimidating to new riders and is looking at volunteer "bus buddies" and videos
 - Sam will be working to make connections throughout the region – he will set up a cloud-based form where committee members can add outreach or event ideas.
4. Committee reviewed the notes from the January 16, 2015 meeting.
5. Work Plans for Select PTP Goals:
 - Networking Conference
 - Goal: Consider a networking conference (possibly in conjunction with NIBN) - A networking conference in the region would be beneficial in many fields and enhance relationships that could be the link that brings them all together, transportation – Committee members thought that this would be a good topic for the NIBN/Chamber conference – Spiff and Karla will visit with Jason Passmore about the next conference date and focus.
 - Stakeholder Map
 - Goal: Develop a transportation stakeholder map - A map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region – Committee will develop the further at a later meeting.
 - How-to Guides
 - Goal: Develop "how-to" guides to make transportation Easy - Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process – Sam had shared the work he is planning in video
6. Other items from committee members:
 - Committee members discussed managed care – will be an issue, but are still in a waiting period
7. The next meeting was set for December 11th, at 9:00 a.m. in the UERPC Decorah offices. SPECIAL NOTE: THE ORIGINAL DATE SET AT THE MEETING (THE 18TH) DID NOT WORK FOR THE RPA, SO THE 11TH WAS SELECTED
8. Meeting adjourned at 10:00 a.m.



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Transportation Advisory Group – RPA 1

Meeting Agenda: December 11, 2015

UERPC Decorah Conference Room

9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting
3. NEICAC Transit Mobility Manager & Director Updates
4. Public Participation Plan
5. Work Plans for Select PTP Goals:
 - a. Networking Conference
 - Goal: Consider a networking conference (possibly in conjunction with NIBN) - A networking conference in the region would be beneficial in many fields and enhance relationships that could benefit the link that brings them all together, transportation
 - b. Stakeholder Map
 - Goal: Develop a transportation stakeholder map - A map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region
 - c. How-to Guides
 - Goal: Develop “how-to” guides to make transportation Easy - Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process
6. Items from committee members: needs/concerns
7. Set next meeting date – March

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
December 11, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Spiff Slifka (Howard County Business and Tourism), Lynda Springer (Iowa DHS - IM Supervisor), Stacie Schroeder (Helping Services of NE Iowa), Troy Vande Lune (NICC), Sam Castro (NEICAC Transit), Karla Organist & Casey Mai (UERPC)

1. Meeting called to order at 9:00 a.m.
2. Notes from the October meeting were reviewed.
3. Mobility Manager/Transit Update:
 - Sam's monthly events are getting scheduled. Currently there is a January MLK event, a "stuff the bus" event in February and an April Earth Day/Fayette Appreciation event with UIU. He is also working with NFVCC to organize transportation for the afterschool Tigerhawk program.
 - Wheels for Work just closed another loan and has one in the approval process
 - There are a couple of drivers retiring and Transit needs drivers in the Fayette and Clayton County areas
 - Medicaid through Managed Care Organizations (MCOs) – they are still getting paid for trips, but everything is still up in the air regarding future processing and service providing
 - Drivers are getting new coats and uniforms with the EARL logo – also the EARL logo will be somehow incorporated into existing buses that don't currently have the EARL wrap – to help tie everything together
 - Getting 4 new buses soon
 - Hired a new mechanic and dispatch coordinator (Troy Schott took a different job and Brenda Rommann retired)
 - Sam has developed a draft marketing plan that addresses all marketing ideas including civic engagement, partners and vines/video plans
 - Sam will email out a link to his brainstorm cloud so that all committee ideas can be in one place. UPDATE: Sam sent an email out to the committee, here is the link to the Google Drive folder for you to add to as epiphanies strike: <https://drive.google.com/open?id=0B1Dr7beLsRuUWWM0M3hybHVLSFU>
 - Sam has a meeting with the Dubuque van pool organizers soon – he sees this as a way to fill the gaps of regular transit here in the RPA. Casey mentioned a program in Region VII COG – he will send contact info to Sam. (Could this be EARL, Jr.?)
4. Public Participation Plan: Organist emailed out the plan to committee members for review prior to the meeting. No comments were brought to the meeting. Committee members were asked to email any comments, suggestions or corrections to Organist by the end of the month.
5. Work Plans for Select PTP Goals:
 - Networking Conference – see attached work plan
 - Stakeholder Map – see attached work plan
6. Hearing no additional items from committee members, the next meeting was set for March 18th, at 9:00 a.m. in the UERPC Decorah offices.
7. Meeting adjourned at 10:15 a.m.



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Transportation Advisory Group – RPA 1

Meeting Agenda: March 18, 2016

UERPC Decorah Conference Room

9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting – Review notes from 12-11-16
3. NEICAC Transit Mobility Manager & Director Updates
4. Public Participation Plan
5. Work Plans for Select PTP Goals:
 - a. Networking Conference
 - *Goal: Consider a networking conference (possibly in conjunction with NIBN) - A networking conference in the region would be beneficial in many fields and enhance relationships that could benefit the link that brings them all together, transportation*
 - b. Stakeholder Map
 - *Goal: Develop a transportation stakeholder map - A map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region*
 - c. How-to Guides
 - *Goal: Develop “how-to” guides to make transportation Easy - Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process*
6. Items from committee members: needs/concerns
7. Set next meeting date – July?

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Notes
March 18, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Spiff Slifka (Howard County Business and Tourism), Stacie Schroeder (Helping Services of NE Iowa), Sam Castro (NEICAC Transit), Liz Seitz (Upper Iowa University), Megan Stammeyer (Upper Iowa University) & Casey Mai (UERPC)

1. Meeting called to order at 9:00 a.m.
2. Notes from the October meeting were reviewed.
3. Mobility Manager/Transit Update:
 - New EARL Public Transit brochures have been created with a more modernized look.
 - Through collaboration from NEICAC and South Winneshiek High School, 505 lbs. of donated items were spread out to three different food pantries.
 - On March 13th, after the St. Patty's day parade in Waukon, EARL offered safe ride shuttle. Around 525 passengers were shuttled and a little over \$200 was received in donations.
 - In April, four buses will be utilized to shuttle people around the Upper Iowa Campus. Sam has been working with Emily and Daryl of Upper Iowa to make this happen.
 - On May 7th, a Pooch Scooch 5K fun run (partnered with the Humane Society) and a NEICAC Spring Festival will take place. For the Pooch Scooch 5K, may run or walk with your dog, or with one from the humane society. Cost is \$25 and \$5 for any additional dog, with a limit of two dogs per participant. The NEICAC Spring Festival will be held at the Decorah fairgrounds.
 - Sam is working with a group of individuals from West Union to organize shuttles throughout town to transport people to and from church.
 - Sam is working towards a shuttle for both the 50th Anniversary of Nordic Fest in Decorah and the 150th Anniversary of Cresco.
 - U-Pass is in the works for students to travel from UIU to Waterloo. The hope is to have two shuttles a day.
 - Sam will email out a link to his brainstorm cloud so that all committee ideas can be in one place. UPDATE: Sam sent an email out to the committee, here is the link to the Google Drive folder for you to add to as epiphanies strike: <https://drive.google.com/open?id=0B1Dr7beLsRuUWWM0M3hybHVLSFU>
4. Public Participation Plan: The final plan was presented and reviewed. No comments were made.
5. Work Plans for Select PTP Goals:
 - Networking Conference – see attached work plan
 - Stakeholder Map – see attached work plan
 - How-to-Guides – see attached work plan
6. Hearing no additional items from committee members, the next meeting was set for June 17th, at 9:00 a.m. in the UERPC Decorah offices.
7. Meeting adjourned at 10:15 a.m.



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Transportation Advisory Group – RPA 1
Meeting Agenda: June 24, 2016
UERPC Decorah Conference Room
9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting – Review notes from March 18, 2016
3. UERPC Transportation Update - Rachelle
4. NEICAC Transit Mobility Manager & Director Updates
5. Work Plans for Select PTP Goals: Update
 - a. Networking Conference
 - *Goal: Consider a networking conference (possibly in conjunction with NIBN) - A networking conference in the region would be beneficial in many fields and enhance relationships that could benefit the link that brings them all together, transportation*
 - b. Stakeholder Map
 - *Goal: Develop a transportation stakeholder map - A map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region*
 - c. How-to Guides
 - *Goal: Develop “how-to” guides to make transportation Easy - Creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process*
6. Items from committee members: needs/concerns
7. Set next meeting date – September?

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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MEETING MINUTES: RPA 1 Transportation Advisory Group
Friday, June 24, 2016 9:00 a.m. - Upper Explorerland RPC, Decorah

Committee members in attendance: Sam Castro, Staci Sweeney, and Janna Diehl. **Others in attendance:** Rachelle Howe & Michelle Barness, UERPC

1. Meeting called to order at 9:08 a.m. by Howe
2. Recap of last meeting's notes from March 18, 2016
3. UERPC Transportation Update – Rachelle introduced Michelle Barness as the new planner on board. Barness will be assisting with DOT work, mapping and more. The staff have been working on the Transportation Improvement Plan with DOT staff. The final plan is due July 15th. The policy board will host a public hearing on July 7 at 11:00 at the Postville UERPC office if anyone would like to attend. The document is on the website, please review and make any comments.
4. NEICAC Transit Mobility Manager and Director Updates – Castro updated the group on various education/awareness programs that they are involved with such as Bus signage, Nordic fest shuttles, Veteran Wall shuttle, Cresco's 150th Anniversary shuttle, summer movie night from Fayette to Sumner, Pooch Run; assisted with the Tractor Cade in Waukon.
5. Work Plans for select PTP goals – update
 - A. Networking Conference

Goal: Consider a networking conference (possibly in conjunction with NIBN) – a networking conference in the region would be beneficial in many fields and enhance relationships that could benefit the link that brings them together, transportation.

Update:
A conference was discussed for the Summer of 2017 in conjunction with the area chamber workshop or NIBN course. Spiff was discussing with NIBN and chamber members. Castro is looking into speakers and panelists for the categories of human services, general public, aging and businesses.
 - B. Stakeholder Map

Goal: Develop a transportation stakeholder map – a map that details where people are coming from, where they are going and what agencies can assist in between would truly build a stronger link within the region.

Update : Castro was going to check in with UIU students and staff to see if they would be willing to take on such a project.
 - C. How-To-Guides

Goal: Develop “how-to” guides to make transportation east- creating a brochure and/or video of how to use transit in Region 1 would make those new to the transit system feel more comfortable with the process.

Update :
Castro is working with Spiff from Howard County on developing training videos on “How to Call EARL”.
6. Items from committee members: needs/concerns :
 - * Area Agency on Aging department is moving to the Spectrum Building
7. The next meeting will be held on Friday, September 16 at 9:00 a.m. in the Decorah office

Respectfully submitted,
Rachelle Howe



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Transportation Advisory Group – RPA 1

Meeting Agenda: October 7, 2016

UERPC Decorah Conference Room

9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting
3. NEICAC Transit Mobility Manager Update
4. Discuss option of transit ambassador program
5. Work Plans for Select PTP Goals:
 - a. Networking Conference. Discuss status of planning for the Summer 2017 networking conference.
 - b. Stakeholder Map. Discuss strategy being pursued to create a stakeholder map for illustrating the movement of people using transit in the region / potential agencies to assist.
 - c. How-to Guides. Discuss, and have a viewing of the finished EARL training video.
6. Items from committee members: needs/concerns
7. Set next meeting date – January?

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
 Transportation Advisory Group Meeting Notes
 October 7, 2016, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Michelle Barness, Community Planner, and Fern Rissman (UERPC), Roger Thomas (Elkader Development Corporation).

1. Meeting called to order at 9:00 a.m.
2. Notes from the October meeting were reviewed.
3. Mobility Manager/Transit Update:
 - Castro updated the group on the creation of an "EARL girl" training video. The video provides travel training for those new to using EARL transit. It will be posted on the Earl Public Transit Facebook page and can be shared with the TAG group and other interested parties/stakeholders, such as legislators, economic development representatives, special needs groups, and county supervisors. The initial video is targeted at seniors. A future training video directed at the use of transit by special needs groups could involve special needs individuals. Castro explained that a pre-trip inspection video would also be created. Rissman suggested the creation of a work-related transit training video. The group requested Planner Barness share the link for the current training video with the all TAG members.
 - Castro shared EARL alternative language brochures for sharing with Limited English Proficiency (LEP) persons and other community members.
 - Castro introduced the "Design Thinking" approach and discussed how to use it to assess and improve the van pool program. The van pool program serves employers with numerous employees that need transit options. EARL Public Transit maintains the vans and helps provide drivers. Commuters pay a fee to ride in the van pool, which goes towards van maintenance and gas. This type of program has been used in other rural areas. One of the constraints of this program is that it doesn't provide workers flexibility to leave work as needed. A "guaranteed ride home" policy is one way to offset this issue.
 - TAG members went on to discuss the idea of a community van pool option, that could be a micro-route and engage volunteer drivers. EARL's role in such a program could include managing the van fleet and they would benefit in seeing their ride count numbers go up.
 - Castro proposed the need for a commuting pattern study. Information on commuting patterns could then be brought to a Design Thinking workshop to brainstorm van pool / ride share options. NEICAC Transit may be able to assist with funding for a Design Thinking workshop. Castro suggested that he and Planner Barness meet to discuss how to implement such a workshop.
 - Castro shared that the Pooch Scooch fundraising event had occurred. This is a partnership event with the humane society.
 - TAG members discussed options for fundraising to lower the cost of intercity bus transit, which is currently \$1.00 per mile outside of city limits. One suggestion was to connect with the Northeast Iowa Community College Foundation regarding the possibility that they provide funding to lower the cost of transit for commuting students. One idea posed was that students could apply for a transportation scholarship. A contact at the foundation is Executive Director of Advancement Julie Wurtzel.
4. Thomas shared with the group that he would be attending a sustainable communities meeting. He suggested that could raise the issue of transit at the meeting.
5. TAG members discussed how to recruit new EARL drivers. Sam described a new ad campaign to target retired individuals. Positions would also be advertised at the Upper Iowa Recruitment Fair. TAG members suggested other groups to target, such as students, veterans, retired secondary road workers, and retired teachers.
6. Castro shared that NEICAC Transit would be getting three new buses, and sought suggestions from the group on what to do with the old buses. Ideas included: community art buses to be auctioned off, demo derby, sell buses to

raise money for the crisis fund, and studio tour art buses (have a set route to studio locations and incorporate other attractions, such as lunch and drinks, etc.). It was raised that the buses shouldn't be in use over the long run, so a stationary bus plan for the old buses would be ideal.

7. Castro discussed the idea of a transit ambassador program.
8. Castro discussed the need to communicate with hospitals and medical centers regarding the use of EARL for non-emergency transit of patients to and from these locations. EARL is a more affordable transit option for this purpose than using an ambulance, which is sometimes the practice. Castro requested TAG members think about how regional transit can get more involved with medical related transit and how best to connect with hospitals on the issue.
9. Work Plans for Select PTP Goals:
 - Networking Conference – TAG members discussed the location of the networking conference and agreed that Upper Iowa University would be a good location. The group suggested that June of 2017 would be a good date for the conference. It was suggested that it could be a half day conference that could incorporate a lunch, possibly running from 10am – 2 pm.
 - Stakeholder Map – Members discussed bringing a transportation stakeholder map to the networking conference for review and discussion. It was suggested that data for the map, including the location of employers and commuting patterns, might be gathered from the IDOT. Also, Castro will follow-up with a transit director contact who has knowledge of an Iowa State transportation stakeholder study.
10. Hearing no additional items from committee members, the next meeting was set for either the third or fourth Friday of January at 9:00 a.m. in the UERPC Decorah offices. Planner Barness will follow-up with TAG members to finalize the meeting date.
11. Meeting adjourned at 11:00 a.m.



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Transportation Advisory Group – RPA 1

Meeting Agenda: January 27, 2017

UERPC Decorah Conference Room

9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting
3. NEICAC Transit Mobility Manager Update
4. Discuss Design Thinking workshop for van pool program
5. Discuss Passenger Transportation Plan Update
6. Work Plans for Select PTP Goals:
 - a. Networking Conference. Discuss status of planning for the Summer 2017 networking conference.
 - b. Stakeholder Map. Discuss strategy being pursued to create a stakeholder map for illustrating the movement of people using transit in the region / potential agencies to assist.
7. Items from committee members: needs/concerns
8. Set next meeting date – April?

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
 Transportation Advisory Group Meeting Minutes
 January 27, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Curt McNew (NEICAC Transit), Michelle Barness (UERPC), Fern Rissman (UERPC), Spiff Slifka (Howard Co. Business and Tourism), Janna Diehl (Northeast Iowa Area Agency on Aging), Stacie Cooper (Helping Services), and Joe Drahos (Iowa DOT – by conference call).

1. Meeting called to order at 9:00 a.m.
2. Notes from the October meeting were reviewed.
3. Mobility Manager/Transit Update:
 - Castro shared that EARL is handing out ride tokens as a means of marketing regional transit services. The tokens are good for a free in-town trip in certain cities (Decorah, Waukon, Cresco, West Union, Oelwein, Guttenberg, etc.).
 - Castro explained that EARL is still searching for drivers. He provided posters for distribution by TAG members.
 - Castro shared that EARL will participate in the Leprechaun Lap in Waukon on St. Patrick's Day. It will provide safe-ride shuttle services to festival participants. EARL will also offer shuttle services during Nordic Fest and Ragbrai this coming summer.
 - McNew provided information on four new transit buses regional transit will receive in April of 2017. They are the design required to also serve hospitals and nursing homes. Four to five additional buses may be incorporated by the end of 2017.
 - There was discussion by committee members regarding the use of transit buses by athletic groups at area schools and colleges.
 - Castro introduced the idea of incorporating lending libraries on regional transit vehicles to provide a more appealing passenger experience. Incorporation in certain vehicles could target specific groups, such as young riders. Slifka indicated she may be able to provide more information on where and how mobile lending libraries have been implemented by others. Castro indicated they would also need to identify a business to build the mobile library shelves, or another mechanism for sharing the books could be explored. McNew suggested working with libraries on the initiative, and suggested starting with Cresco as they regularly purge books which could be recycled in the lending library. Rissman suggested connecting with high school students regarding building the mobile library shelving.
4. Barness and Castro introduced the topic of planning Design Thinking Workshops to tackle regional transit issues, including increasing rideshare opportunities in the region. Castro explained the need for more transit options in the evenings and on weekends. McNew explained that there would be changes to Medicaid with regards to work shelters, requiring people to both live and work in the community, which will increase the need for individual or small group transit options on varying schedules. TAG members suggested that Spectrum and similar organizations should be involved in the Design Thinking Workshops (and their clients well), in addition to church groups, industries and their employees, government & their employees, etc. McNew suggested inviting CTA to help lead / plan the Design Thinking Workshops.

TAG members discussed that rideshare / carpool situations would be advantageous in a climate where it has been difficult to hire regional transit drivers. There was some side conversation regarding how EARL could advertise to and attract retirees as transit drivers.

There was discussion regarding how to determine the demand for alternative transit options such as van pools. Barness explained that the upcoming Passenger Transportation Plan update may provide some data. McNew explained that regional transit has observed the need for after-hour transit options. Cooper also suggested TAG arrange a survey with chambers of commerce or economic development to disseminate to the public to assess

transit needs. Members suggested that other survey methods could include facebook, twitter, employer websites, schools, UERPC or survey monkey.

Barness will work on developing some introductory materials to provide to potential attendees of a Transportation Design Thinking Workshop which she will share with TAG at a future meeting. Castro will continue to compile lists of unmet transit needs during his EARL outreach events.

5. Barness reviewed the 2018 Passenger Transportation Plan update timeline and process. Drahos shared some general guidance from the DOT on the update.
6. Barness initiated discussion on planning for a transportation networking conference. Slifka provided background on the goal, which is found in the 2015-2020 Passenger Transportation Plan. She explained the precedent for the conference, which was chamber of commerce / economic development networking conferences that have been successful in the past. In previous discussion of the issue TAG had found the issue of transportation to be central to economic development and thought that it may be the chamber group that would like to help coordinate the conference for that reason. The chamber events typically involve a social hour, keynote speakers, etc.. Slifka suggested that Barness run the idea by Jason Passmore of HCED / NIBN. There was discussion around holding the conference in the fall of 2017. Castro shared that he had confirmation from Jeremy Miller of the Iowa DOT as a keynote speaker for the conference. The group discussed topics for the conference, including transportation's impact on the economy/jobs, volunteerism and transportation, etc. The group discussed the format of the conference, with ideas including a networking/social hour, a keynote speaker, work groups/think tanks, etc. Slifka recommended that the chambers, economic development and tourism groups be involved. Others suggested healthcare, housing, childcare, school, workforce, and non-profit / service stakeholders also be involved. Cooper suggested Barness speak to Fayette County Interagency Group and Rissman suggested contacting Julie Mann of the Child Health Specialty Clinic.
7. Castro initiated discussion of a stakeholder map TAG has been working on. The map could show overlapping transportation services to understand gaps in service. Iowa State students in the transportation planning and GIS departments may be able to assist with development of the map. Castro shared information on a grant that may assist with funding this effort requiring a local match of \$3,500. Howe suggested such a map might also show employees and where they are living / working. Members suggested that the map should also visualize transportation to/from small, outlying cities in the region. Howe may be able to assist in applying for a grant to assist with this work. Members discussed that such a map would be interesting for employers trying to understand need and options for employee transportation. Rissman explained the importance of recruiting graduates from local colleges/universities to stay and work in the area, and suggested the map could shed some light on transportation issues in the region to improve on this effort. She went on to explain that the transportation needs of young professionals needed to be assessed somehow as they may differ, with young people being more interested in alternative or multi-modal transportation alternatives. Members discussed rideshare options again, using Uber as a successful example for providing flexibility. Castro shared information on the new Iowa Rideshare website, which helps match riders/passengers for carpools, vanpools, etc. Howe suggested doing an article on the rideshare website for the UERPC website.
8. Committee members set the next two dates for TAG meetings as Friday March 31st and UERPC, and Friday May 19th at UERPC. The meetings will be held at 9 am.
9. Meeting adjourned at 11:00 a.m.



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Transportation Advisory Group – RPA1

Meeting Agenda: March 31, 2017

UERPC Decorah Conference Room

9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting – Review notes from 1-27-17 meeting
3. NEICAC Transit Mobility Manager & Director Updates
4. Transportation Networking Conference - Work through attached Transportation Networking Conference Worksheet.
5. Passenger Transportation Plan – Recap of process / timeline. Summary review of existing plan. Review and discuss transportation surveys.
6. Review of the 2018 Transportation Planning Work Program (TPWP)
7. Items from committee members: needs/concerns/updates
8. Next meeting is set for 9 am on May 19th at UERPC in Decorah

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Minutes
March 31, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Michelle Barness (UERPC), Spiff Slifka (Howard Co. Business and Tourism), and Rachelle Howe (UERPC)

1. Meeting called to order at 9:15 a.m.
2. Notes from the January meeting were reviewed.
3. Attendees discussed the possibility of initiating lending libraries on EARL Regional Transit buses. Questions were raised regarding the design of these libraries within the buses. Slifka shared information regarding how books might be attained, funding for the initiative, etc.
4. Attendees discussed the 2017 Transportation Summit, and reviewed a summit worksheet that Planner Barness had provided prior to the meeting.

Howe shared the response from the Northeast Iowa Business Network (NIBN) group regarding the summit. They are in support of it but won't be able to lend funding support. They agreed on the list of target groups for the summit and the date of the summit. They also suggested TAG consider formatting the summit to allow for best practice discussions and small breakaway groups for brainstorming. They raised recent housing summits as an example for this, whereby all agencies and stakeholders are invited to the summit and have an opportunity to present on what they're doing.

Barness will send out information on planning for the summit to the TAG group, and will initiate contact with specific TAG members to enroll their help in connecting with regional stakeholders for the summit.

5. Barness shared information on the 2018 Transportation Planning Work Program (TPWP) with the group. There were no comments or recommendations for changes to the draft TPWP.
6. Due to time constraints, meeting attendees agreed to defer discussion of the Passenger Transportation Plan (PTP) update until the next meeting.
7. Committee members set the next TAG meeting for Friday May 19th at UERPC in Decorah. The meetings will be held at 9 am.
8. Meeting adjourned at 11:00 a.m.



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Transportation Advisory Group – RPA 1
Meeting Agenda: May 19th, 2017
UERPC Decorah Conference Room
9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting – Review notes from 3-31-17 meeting
3. NEICAC Transit Mobility Manager & Director Updates
4. Transportation Networking Conference
5. Passenger Transportation Plan – Recap of process / timeline. Summary review of existing plan. Review and discuss transportation surveys.
6. Review of the final 2018 Transportation Planning Work Program (TPWP)
7. Items from committee members: needs/concerns/updates
8. Set next meeting date

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Minutes
May 19th, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Michelle Barness (UERPC), Spiff Slifka (Howard Co. Business and Tourism), Megan Stammeyer (Upper Iowa University), Rachele Howe (UERPC)

1. Meeting called to order at 9:05 a.m.
2. Mobility Manager/Transit Update:
 - The Pooch Scooch event EARL transit assisted with went well, and more sponsors were on board this year. Advertising was increased, with free radio advertising and more social media advertising. The Humane Society also assisted with advertising.
 - EARL Transit is doing a Stuff the Bus Event to collect food for the food shelf. The event was scheduled around the end of the school year when low income students may be more in need of meals during the summer break. But donations haven't been significant yet. TAG members discussed how to better advertise and promote the campaign to raise more donations (e.g. adjust date of the food drive to June, better social media advertising, church advertising, etc.).
 - Castro described a round table event attended with Agri-Star, a large employer in the area. Workforce, housing, and transportation were some of the issues addressed at the event. Castro explained that these large employers are interested pursuing van pool and rideshare options for their employees. Howe suggested these round tables should be set up with other large employers as well.
3. TAG members discussed the upcoming Transportation Summit in October of 2017. The group discussed speakers and activities for the summit, and finalized a summit schedule. The summit was given the title "Living in the Middle of Everywhere," based on the group's discussion of how we all live in a region when it comes to where we live, work and play. Effective transportation choices are important to support regions. Other details of the summit were discussed, including target audiences, potential speakers, advertising and marketing for the event, and involvement of TAG members.

Barness will send an email to TAG members and contacts in the target groups to request ideas for best practices speakers at the summit.
4. Barness reviewed the transportation survey employed for the last update of the Passenger Transportation Plan (PTP). TAG members discussed how to revise and improve the survey for the current PTP update, and provided suggestions for how to distribute the survey.
5. Planner Barness was asked to contact TAG members via email to arrange an upcoming meeting date.
6. The meeting was adjourned at 11:00 a.m.



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Transportation Advisory Group – RPA 1
Meeting Agenda: July 14, 2017
9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting – review notes from May 19th, 2017
3. EARL Transit Activity Update & Discussions
4. Planning for the October 2017 “Living in the Middle of Everywhere” Transportation Summit
 - a. Finalized schedule
 - b. Summit speakers
 - c. Advertising and marketing
 - d. Funding update
5. Passenger Transportation Plan (PTP)
 - a. Review area profile completed by UERPC Regional Planner
 - b. Community transportation survey update
 - c. Discuss passenger transportation inventory
6. Items from committee members: needs/concerns
7. Set next meeting date – September 2017

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Minutes
July 14th, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Curt McNew (NEICAC Transit), Michelle Barness (UERPC), Spiff Slifka (Howard Co. Business and Tourism), Fern Rissman (WIOA/Iowa Works), Lynda Springer (Iowa Dept. of Human Services)

1. Meeting called to order at 9:10 a.m.
2. Mobility Manager/Transit Update:
 - A crisis operation fund has been established. This is a short-term solution for individuals without money to pay for transit rides. The ride funds are targeted for people that need job search or essential medical related transit rides and can't afford them.
 - Sam Castro attended the Community Transportation Association of America conference. He shared information from the conference, including efforts underway by other transit organizations to merge paid and volunteer transit driver forces, and a marketing session he attended that touched on making marketing toolkits, online registration options for transit, digital options for making transit more accessible, etc.
 - EARL Public Transit will be providing shuttle service for Ragbrai in Cresco and Lansing Iowa in July. They will also be providing shuttle service for Nordic Fest in Decorah around the same time. These are donated rides meant for community outreach. They attain volunteer drivers for the events. Transit has a sign-up system for volunteer drivers now.
 - Transit will attain five new buses/vans through 2017, including a 7-person van with expanded handicap accommodation and several 18-passenger buses.
 - EARL Public Transit is working with Luther College in Decorah, IA and Upper Iowa University in Fayette, IA to establish 1 – 2 time per week fixed route service for students. Both schools will no longer provide in-house transit service. The routes will bring students into town to shop, run errands, etc. TAG members discussed issues/considerations around Northeast Iowa Community College (NICC) attempting to establish service for students. A fixed route to NICC was explored previously but transit hasn't seen enough interest from students/the public to make it sustainable yet.
3. TAG members discussed that additional transit service coordination was needed to meet the needs of care facilities in Cresco, IA. McNew stated that EARL Public Transit should be able to meet demand but just needed more information.
4. TAG members discussed the upcoming Transportation Summit in October of 2017. The group discussed speakers and exhibitors for the summit, summit funding/grants, event registration and marketing details, and next steps by individual TAG members.
5. Barness reviewed the finalized agency and community transportation surveys for the Passenger Transportation Plan (PTP) update. TAG members will help distribute the surveys once forwarded out by Barness.
6. Planner Barness was asked to contact TAG members via email to arrange an upcoming meeting date.
7. The meeting was adjourned at 11:00 a.m.



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Transportation Advisory Group – RPA 1
Meeting Agenda: August 31st, 2017
9:00 a.m.

1. Welcome & Introductions
2. Recap of last meeting – review notes from July 14th, 2017
3. EARL Transit Activity Update & Discussions
4. Planning for the October 2017 “Living in the Middle of Everywhere” Transportation Summit
5. Passenger Transportation Plan (PTP)
6. Items from committee members: needs/concerns
7. Set next meeting date – September 2017

Economic Development * Comprehensive Planning * Transportation * Workforce * Housing * Revolving Loan Fund

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Minutes
August 31st, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Curt McNew (NEICAC Transit), Michelle Barness (UERPC), Fern Rissman (WIOA/Iowa Works), Jami Schwickerath (Iowa Vocational Rehabilitation Services)

1. Meeting called to order at 9:10 a.m.
2. Mobility Manager/Transit Update:
 - Luther College abandoned the planned Decorah in-town fixed route service with EARL Public Transit for the time being. Luther had planned on helping to subsidize this route but is no longer able to.
 - Transit has implemented a new program to provide rural fare discounts (50% of rural rides).
 - Transit acquired 9 new vehicles in August/Sept 2017, including 8 new 18-passenger buses, and one new van with special ADA capacity (which can be driven by non-CDL drivers based on weight and capacity).
 - Transit will be changing dispatch practices by converting to tablets, which will do everything the current system does but will also allow for emails and other technology improvements.
3. TAG members discussed the upcoming Transportation Summit in October of 2017. Barness reviewed the schedule and summit summary. The group shared ideas for marketing the summit and specific contacts or groups to get invited, reviewed participation by TAG members the day of the summit, discussed the summit schedule/events, and planned a summit evaluation form for attendees to complete after the summit.
4. There was a brief discussion of the Passenger Transportation Plan (PTP). Barness will forward the draft 2018 PTP to transit to assist with gathering additional information and data. Also, Barness shared that the agency and community transportation need assessments would go out in September and requested TAG members share.
5. Barness to contact TAG members via email to arrange the date of the next meeting.
6. The meeting was adjourned at 11:00 a.m.



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Transportation Advisory Group – RPA 1
Meeting Agenda: November 17, 2017
UERPC Decorah Conference Room
9:00 a.m.

1. Welcome & Introductions
2. Recap of October 18th Transportation Summit
3. NEICAC Transit Mobility Manager Update
4. Discuss Passenger Transportation Plan:
 - a. Review Transportation Survey results and Transportation Summit attendee feedback
 - b. Open discussion of coordination issues for regional passenger transportation
 - c. Review and revise draft PTP goals
 - d. Review and solidify draft PTP strategies
5. Items from committee members: needs/concerns
6. Set next meeting date, for review of draft PTP – January 11th or 12th?

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
 Transportation Advisory Group Meeting Minutes
 November 17, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Curt McNew (NEICAC Transit), Michelle Barnes (UERPC), Spiff Slifka (Howard Co. Business and Tourism), Jami Schwickerath (Iowa Vocational Rehab Services, IVRS), Mindy Myers (IVRS), Deana Hageman (Choice Employment), Janna Diehl (NEI3A), and Judy Holthaus (NEIBH).

1. Meeting called to order at 9:10 a.m.
2. Recap of October 2017 Transportation Summit. Attendees shared thoughts / feedback.
3. Mobility Manager/Transit Update:
 - Castro explained that EARL transit is looking at connecting routes to Cedar Rapids to better serve the sizable number of commuters heading there from NE Iowa regularly.
 - Discussion of ridership numbers. Generally, ridership has gone down somewhat because of lack of drivers; but rural ridership is up by almost 15%, partially due to the rider discount program implemented
4. McNew introduced topic of changes to Medicaid/MPO services that will be impacting employees and transit riders in Iowa starting in December of 2017. The changes may cause some riders to lose their providers, or be shifted to a new provider. Attendees held a lengthy discussion of the issue, covering a number of concerns, such as:
 - MCOs are significantly cutting their services, including reducing coverage of transportation costs
 - The changes will generally bring costs back to transit riders,
 - Some employees/employers may attempt to contraction transportation but many won't be able to afford it.
 - It is likely that a number of employees will lose their jobs because their or their employers are unable to meet the cost of transportation put on them

Attendees discuss options for taking steps to address these issue/concerns, including some of the following:

- EARL Public Transit will be involved in connecting with state/federal legislators during events in February
- All other TAG members to continue to attempt to communicate with legislators via their own organizations about the negative impacts of the Medicaid/MCO changes to region's employees/riders
- UERPC to follow up with other COGs about how they are dealing with this Medicaid issue (especially when transit sits under umbrella of the COG organization, but in general)
- All TAG members to assist with distributing flyers on Iowa Rideshare (to help fill gap of transportation need), which will come from Sam Castro. To be posted at businesses, agencies, and public locations. Public transit will also try to advertise about option of Iowa Rideshare via radio.
- All TAG members to assist with sharing information on the Medicaid/MCO changes and impact to employees on their agency/organization websites
- TAG members with information on the actual number of employees/riders impacted to forward data to Castro and McNew at EARL Public Transit, who will help compile information for sharing with publications. Information will also be shared with Kim Hudecek who is writing an article about the issue to be published in early December.
- Potential sharing on this issue at the next 6-County Supervisor/Engineer meeting in January
- McNew to present on issue at Dec. 4th NEICAC/Transit Board meeting
- UERPC to look into prioritizing issue at next legislative event

Other topics from the Medicaid/MCO change discussion were:

- Importance of continuing to work with employers regarding helping to fund or coordinate transportation choices for employees

- Iowa Rideshare or other rideshare programs could help fill the gap for transportation needs
 - Articles on the issue could become a series, versus a one-time occurrence
 - Are there other grants available to help provide funding bridge for employees that will struggle with cost of transportation?
5. Work related to Passenger Transportation Plan:
 - Barnes reviewed community and agency transportation survey results, and feedback from small group discussions at the Transportation Summit with TAG members. There was discussion about the information.
 - The group had an open discussion of open discussion of coordination issues for regional passenger transportation
 - Review of previous PTP goals/objectives, and drafting of proposed goals and strategies for the PTP update were deferred until the next meeting in December
 6. The next meeting date was set for Thursday December 7th at 9 am at the UERPC in Decorah.
 7. The meeting was adjourned at 11:00 a.m.



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Transportation Advisory Group – RPA 1
Meeting Agenda: December 7, 2017
UERPC Decorah Conference Room
9:00 a.m.

1. Welcome & Introductions
2. NEICAC Transit Mobility Manager Update
3. Medicaid impacts to transit riders – follow-up and next steps
4. Discuss Passenger Transportation Plan:
 - a. Review and revise draft PTP goals
 - b. Review and solidify draft PTP strategies
5. Items from committee members: needs/concerns
6. Set next meeting date, for review of draft PTP – January 11th or 12th?

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
 Transportation Advisory Group Meeting Minutes
 December 7, 2017, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Curt McNew (NEICAC Transit), Michelle Barnes (UERPC), Rachele Howe (UERPC), Spiff Slifka (Howard Co. Business and Tourism), Jami Schwickerath (Iowa Vocational Rehab Services, IVRS), Mindy Myers (IVRS), Deana Hageman (Choice Employment), and Deanna Heimerdinger (Opportunity Homes)

1. Meeting called to order at 9:05 a.m.
2. Mobility Manager/Transit Update:
 - Transit participated in the Decorah Christmas Parade, and provided shuttle service for the holiday lights event
 - Attendees had a discussion of involvement of transit in special events
3. McNew opened the topic of changes to Medicaid/MPO services impacting employees and transit riders in the region. McNew has been working on the issue since the topic was raised at the November 17, 2017 TAG meeting. He shared the following:
 - EARL Public transit and other transportation providers are transferring IDS/SAL riders free through December of 2017 to assist.
 - Regional transits are coordinating to put together talking points for the transit association on the issue to share with the media and legislators
 - United Health Care connected with EARL Public Transit to discuss issue of loss of funding for transit by MCOs
 - Disability Rights Iowa may become engaged in Medicaid funding issue. They would like to speak with providers and job servicers regarding affects to employer funding inhibiting legal requirement for executing Individual Service Plans.
 - The week of December 18th EARL Public Transit will begin negotiating contracts with providers
 - McNew briefed the NEICAC board on December 5th regarding the Medicaid funding issue
 - The Iowa Transit Association will visit with state legislators on January 11-12, 2018, and federal legislators in February of 2018.
 - Transit will continue to look at publicity options for educating the public about this issue

The group discussed the Medicaid/MCO funding issue further, including discussing difficulties surrounding and the future of privatized MCOs, the complexity of getting basic transportation services for Medicaid riders, rates that public transit is allowed to charge (from IME), how employers are perceiving and reacting to the issue of the Medicaid transportation funding cuts, the importance of transportation options for engaging IDSCS riders in the community, etc.

The grouped planned how to publish an article on the Medicaid/MCO funding issue in the coming months. Slifka offered to help make a connection with the Cresco Times about an article providing information on the issue, as well as describing how workers and families are being impacted. TAG members were encouraged to share information on families being impacted by the Medicaid/MCO funding cuts with transit, to share with the paper.

4. McNew shared that the new NEICAC Executive Director is Trisha Wilkins. He discussed her experience and the transition.
5. Howe shared information regarding the January 4th, 2018 Upper Explorerland Regional Planning Commission legislative event from 9 – 11am, at the Allamakee-Clayton Rural Electric Cooperative. There will be breakout tables where TAG members could come and share information on the Medicaid funding transportation impacts.

6. Work related to Passenger Transportation Plan (PTP):
 - The group reviewed priorities and goals from the existing PTP.
 - The group discussed new PTP priorities, goals and strategies.
 - Barnes discussed the remainder of the PTP update process.
7. The group discussed having a meeting in January to review the draft 2018 Passenger Transportation Plan. Barnes will follow-up with an email to set that meeting.
8. The meeting was adjourned at 10:45 a.m.



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Transportation Advisory Group – RPA 1
Meeting Agenda: January 18, 2018
UERPC Decorah Conference Room
9:00 a.m.

1. Welcome & Introductions
2. EARL Public Transit Mobility Manager Update
3. Review Draft 2018 Passenger Transportation Plan. Consider recommending submission of draft plan to DOT.
4. Items from committee members: needs/concerns
5. Discuss next meeting date

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Passenger Transportation Plan - Regional Planning Affiliate 1, UERPC
Transportation Advisory Group Meeting Minutes
January 18th, 2018, 9:00 a.m. - 325 Washington Street, Decorah, Iowa

Present: Sam Castro (NEICAC Transit), Curt McNew (NEICAC Transit), Michelle Barness (UERPC).

1. Meeting called to order at 9:03 a.m.
2. Mobility Manager/Transit Update:
 - Transit Director McNew provided an update on items related to the Medicaid/MCO transportation funding cut issue:
 - 5 providers have contracted with EARL Public Transit, 3 have arranged a discount ticket deal with public transit, and 2 will be providing transportation themselves (RISE – Elkader, and Imagine the Possibilities - Guttenberg)
 - McNew participated in events with state legislators in January. One of the items discussed was that the state may consider requiring more oversight of the private MCOs in the future, based on feedback from different stakeholders. Also, better relationships with local MCO representatives may be something to work on.
 - The Iowa Public Transit Association transit agencies will meet with federal legislators in Washington D.C. in February, as well as with representatives of the FTA, CTAA, etc. Over 60% of Iowa Medicaid is paid for at the federal level so they have a stake in how successfully Medicaid is implemented at the state level.
 - Castro shared that the NEIAGO website update is undergoing. The updated website will be compatible with route match booking, smart phones, etc. for better usability.
 - Castro inquired about the Livable Communities grant project. Barness will check on the status of that and provide information on its schedule to transit so they can be involved.
3. TAG was provided the draft 2018 Passenger Transportation Plan (PTP) a week prior to the meeting. Barness reviewed the layout and major sections of the PTP document, and meeting attendees were given an opportunity to provide feedback on changes or additions to the draft. TAG recommended forwarding the draft PTP to the DOT once revisions were incorporated. The Transportation Policy Board will review and provide feedback on the draft PTP at a January 26, 2018 meeting, then Barness will finalize the draft PTP and forward it to the DOT by February.
4. The next TAG meeting was set for Thursday April 12th.
5. The meeting was adjourned at 10:00 a.m.

Appendix D: References

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Appendix E: Transportation Summit Materials

Transportation Summit Summary:



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Fall 2017 Transportation Summit “Living in the Middle of Everywhere”

1. **Date:** Wednesday October 18th, 2017
2. **Time:** 9 am – 2:30 pm (including beverages, morning snacks and a lunch).
3. **Location:** Northeast Iowa Community College (NICC) - Wilder Business Center
4. **Target audiences for conference:**
 - Chambers of commerce/Economic development/Tourism
 - Non-profits/Service providers
 - Daycares/Schools/Education
 - Public transportation
 - Employers/Workforce development
 - Non-motorized transportation
5. **Conference themes:**
 - **“Living in the Middle of Everywhere”**
 - Recognition & discussion of regional transportation needs & coordination
 - Improvements to transportation to support a higher quality of life for region’s residents
 - Improvements to transportation to make region’s economy more productive
6. **Introductory speaker:**
 - **Wendy Mihm-Herold, Ph.D., Vice President of Business and Community Solutions, NICC.**
7. **Conference keynote speakers:**
 - **Jeremy Miller, Transit Programs Administrators / Statewide Mobility Coordinator, Iowa Department of Transportation Office of Public Transit.**

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- **Ben Winchester, Rural Sociologist / Research Fellow at the University of Minnesota Extension's Center for Community Vitality.**

8. Conference best practice speakers:

- **Non-Motorized Transportation:**
 - **Jessica Wegner, Community Health Nurse-Fayette County Gundersen Palmer Hospital & Clinics.** West Union community walk initiatives and city incentives for walkability improvements.
 - **Chad Bird, Decorah City Administrator.** Decorah biking initiatives, such as bike route maps (Sharrow Map), engaging students to design bike racks for downtown business, safety & signage improvements, and complete street practices.
 - **Mallory Marlatt, Project Coordinator, Scenic Byways & Turkey River Recreational Corridor, Northeast Iowa RC&D.** Work on connecting communities, and creating recreation and tourism opportunities with the regional Turkey River Recreational Corridor.
- **Education and Transportation:**
 - **April Bril, Safe Routes to School Associate, Upper Explorerland Regional Planning Commission.** Successfully creating alternative school transportation choices by initiating Safe Routes to School routes in communities around the region.
- **Public Transportation:**
 - **Sam Castro, Mobility Manager, EARL Regional Transit.** Discuss regional transit services for different groups, school and non-profit partnerships, and transit community outreach projects.

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- **Workforce / Economic Development and Transportation:**
 - **Ryan Murphy, Iowa Workforce Development, Labor Market Information.** Provide insight on laborshed and census commuting findings for the region.
 - **Axel Gumbel, Public Affairs/Communications Specialist, Mayo Clinic, and Craig Jacobson, President LeRoy Economic Development Authority (EDA).** Discuss the creation of the LeRoy City Lines bus service by the LeRoy Economic Development Authority in LeRoy, MN. The new city bus line creates work and shopping connections to the Rochester area, and has partnered with Mayo Clinic to create employee incentives for transit usership.
 - **Peter Fletcher, Regional Planner, Mississippi River Regional Planning Commission.** Discuss the creation and expansion of the Scenic Mississippi Regional Transit (S.M.R.T.) commuter bus route in western Wisconsin.

- **Alternative Transportation / Future of Transportation:**
 - **Andy Johnson, Director Winneshiek Energy District.** Describe several transportation-related energy district projects, including work on the development of “Ridecircles,” a local rideshare program to provide car sharing options in Winneshiek County, and an initiative to promote and build the framework for the use of electric cars in the region.

9. Conference schedule:

9:00 – 9:30 am – Registration. Informal networking and exhibitor tables. Photo opportunities. Beverages and light snacks provided.

9:30 – 9:35 am – Introductions by conference organizers / partners. Purpose of summit and review of summit agenda.

9:35 – 9:45 am – Speaker: Wendy Mihm-Herold, Ph.D., Vice President of Business and Community Solutions, NICC. Welcome to NICC and brief overview of transportation considerations for the region.

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9:45 – 10:45 am – Keynote Speaker: Ben Winchester, Rural Sociologist, Research Fellow at the University of Minnesota Extension's Center for Community Vitality.

10:45 – 11:00 am – Coffee / Restroom Break

11:00 – 11:45 – Keynote Speaker: Jeremy Johnson-Miller, Transit Programs Administrator, Statewide Mobility Coordinator, Iowa Department of Transportation Office of Public Transit.

11:45 – 12:15 – Lunch (catered by NICC)

12:15 – 1:30 - “Transportation Detours” – Brief 5 - 10 minute best practice presentations by stakeholders from different fields, providing information on existing transportation initiatives positively impacting workforce, economic development and quality of life for residents in the region.

1:30 – 2:15 pm – “Recalculating Sessions” – Three, 15-minute brainstorming sessions. Attendees will break into small groups based on conference topics, and will engage with best practice speakers in discussing how to build on, scale or replicate transportation initiatives in the region.

2:15 – 2:30 pm – Conference goodbyes and exhibitor tables.

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Transportation Summit Flyer and Prop Examples from Day of Event:



We've mapped your day for you.

We hope you have an amazing, fulfilling, & interactive time helping to shape the future of transportation in Northeast Iowa. Please feel free to reach out to any event staff members with questions, ideas, or requests.

Wilder Business Center: Let's GO!

Socialize.

Don't forget to Tweet the summit at #NEIAGO. Find the event on Facebook via Upper Explorerland Regional Planning Commission. Tag today's Instagram photos with #NEIAGO!

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Let's go NEJA

9 - 9:30 A.M. NEAR ROOM 106

REGISTRATION, INFORMAL NETWORKING + EXHIBITOR TABLES, PHOTOS

OPPORTUNITIES, BEVERAGES + LIGHT SNACKS PROVIDED

9:30 - 9:35 A.M. ROOMS 104/105

INTRODUCTIONS BY SUMMIT ORGANIZERS + PARTNERS, DESCRIPTION

OF SUMMIT PURPOSE + REVIEW OF EVENT AGENDA

9:35 - 9:45 A.M. ROOMS 104/105

SPEAKER WENDY MIHM-HEROLD, PH.D., VICE PRESIDENT OF BUSINESS

+ COMMUNITY SOLUTIONS, NCCO, WELCOME + A BRIEF OVERVIEW OF

TRANSPORTATION CONSIDERATIONS OF THE REGION

9:45 - 10:45 A.M. ROOM 104/105

KEYNOTE SPEAKER BEN WINCHESTER, RURAL SOCIOLOGIST,

RESEARCH FELLOW AT THE UNIVERSITY OF MINNESOTA'S EXTENSION

CENTER FOR COMMUNITY VITALITY

10:45 - 11:45 A.M. ROOMS 104/105

KEYNOTE SPEAKER JEREMY JOHNSON-MILLER, TRANSIT PROGRAMS

ADMINISTRATOR, STATEWIDE MOBILITY COORDINATOR, IOWA

DEPARTMENT OF TRANSPORTATION OFFICE OF PUBLIC TRANSIT,

11:45 - 12:15 P.M. ROOMS 103/106

LUNCH (CATERED BY NCCO)

12:15 - 1:30 P.M. ROOMS 104/105

"TRANSPORTATION DETOURS" -- BRIEF 5 MINUTE BEST PRACTICE

PRESENTATIONS BY STAKEHOLDERS FROM DIFFERENT FIELDS,

PROVIDING INFORMATION ON EXISTING TRANSPORTATION INITIATIVES

POSITIVELY IMPACTING WORKFORCE, ECONOMIC DEVELOPMENT, +

QUALITY OF LIFE IN NORTHEAST IOWA

1:30 - 2:15 P.M. ROOMS 103/106

"RECALCULATING SESSIONS" -- THREE 15-MINUTE BRAINSTORMING

SESSIONS. ATTENDEES WILL BREAK INTO SMALL GROUPS BASED ON

SUMMIT TOPICS. + WILL ENGAGE WITH BEST PRACTICE SPEAKERS IN

DISCUSSING HOW TO BUILD ON, SCALE, OR REPLICATE

TRANSPORTATION INITIATIVES IN THE REGION.

2:15 - 2:30 P.M.

CONFERENCE GOODBYES + EXHIBITOR TABLES

YOUR PRESENTERS



Chad Bird is the City Administrator for Decorah, Iowa. He has worked in the public sector for 17 years, starting as a parks and recreation director. He enjoys the many varied aspects of public administration, especially community development. One of the most rewarding things is to see a major project move through to completion and to know the public is enjoying the outcome.



April Bril in her role as the Regional Safe Routes to School Associate for Northeast Iowa, works with schools, parents, and local businesses to encourage active families and communities. In her work for the Upper Explorer and Regional Planning Commission, Bill is committed to the region-wide effort of making the healthy choice the easy choice for families.



Sam Castro has been the Mobility Manager at EARL Public Transit since 2015. Through new and unusual partnerships, he has established the crisis transportation fund, which provides transit assistance to people in crisis situations, and helped connect rural communities like Fayette to larger areas. Castro has been a professional photographer (staff and freelance) since 1992. He and his family are happy to be growing deep roots in the Driftless region.



Peter Fletcher has over 22 years of experience in various aspects of planning including preparation and implementation of comprehensive plans for local units of government, zoning or ordinance development, grant writing assistance for economic development, and transportation projects. Fletcher is employed by the Mississippi River Regional Planning Commission as a Transportation Planner where he has worked toward the development and expansion of a three-county regional commuter bus system - scenic Mississippi Regional Transit (SMART BUS).



Axel Gumbel is a communications specialist in the Public Affairs Department at Mayo Clinic in Rochester. Before that, he spent 12 years as a journalist working at TV stations in Minneapolis, Rochester, and Austin, MN. Axel was born and raised in Germany. He now lives in Le Roy where he is a member of the Le Roy Economic Development Agency which operates LeRoy City Linos.



Malloy Hanson is a project coordinator for Northeast Iowa Resource Conservation & Development (RCSD) and has worked in the economic development and public service field since 2011. Hanson has helped secure over \$500,000 in local, state, and federal grants and funds for projects impacting the Northeast Iowa region. She currently serves as a Scenic Byway Coordinator and as the Director for the Turkey River Recreational Corridor.

PRESENTERS CONTINUED



Andy Johnson is founder and director of Winnebago Energy District. Since 2010, the organization provides energy planning services, supports market transformation, and creates economic development around locally-owned clean energy opportunities.



Jeremy Johnson-Miller serves as the Transit Programs Administrator for 17 of Iowa's 35 public transit agencies at the Office of Public Transit. Jeremy also serves as the Statewide Mobility Coordinator, managing a network of urban and rural mobility coordinators throughout the state and serves as a resource where a local coordinator is not present. He began his transportation career at HHTA Public Transit.



Ryan Murphy is the Bureau Chief of the Regional Research & Analysis Bureau within the Labor Market Information Division of Iowa Workforce Development (IWD), where he has worked for 10 years. This bureau is responsible for developing and providing customized data products that assist with workforce development, economic development, business, and education efforts at state, regional, and local levels. He is also a member of the Professional Developers of Iowa.



Jessica Wegner is dedicated to increasing physical activity in youth and adults in her community. She works as a Registered Nurse for Gunderson Palmer Community Health, a hospital-based public health organization serving Fayette County. Jessica is taking strides to impact adult and childhood obesity by collaborating with local, regional, state, and national stakeholders to sustain walkable communities.

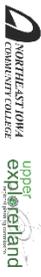


Ben Winchester has been working both in and for small towns across the Midwest for over 20 years. He is trained as a Rural Sociologist and works as a Senior Research Fellow for the University of Minnesota Extension, Center for Community Vitality. He conducts applied research on economic, social, and demographic topics surrounding a theme of rewriting the rural narrative that are vital to rural America. Winchester was a founding employee at the Center for Small Towns, an outreach and engagement program at the University of Minnesota, Morris and specializes in community development, demographic analysis, data visualization, and moving communities away from anecdote.



Joel Zook works for the Winnebago Energy District and provides technical assistance to farm and home owners interested in saving energy or producing their own. He's excited for the electrification of our transportation system and thinks it's a huge opportunity for lowering the cost and impact of our travels.

OUR PARTNERS:



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2017 NORTHEAST IOWA TRANSPORTATION SUMMIT

KEYNOTE SPEAKERS

+

**“TRANSPORTATION DETOURS”
BEST PRACTICE SPEAKERS**

TWEET & TAG THE SUMMIT AT #NEIAGO



2017 NORTHEAST IOWA TRANSPORTATION SUMMIT

**“RECALCULATING”
SMALL GROUP
SESSIONS**

TWEET & TAG THE SUMMIT AT #NEIAGO

Transportation Summit Website Marketing Examples:



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Join us for an open discussion of transportation issues and solutions. Enjoy great speakers, a catered lunch, and the opportunity to impact the future of transportation in Northeast Iowa.

WEDNESDAY, OCTOBER 18TH
9 AM - 2:30 PM

NORTHEAST IOWA COMMUNITY COLLEGE,
CALMAR CAMPUS (WILDER BUSINESS CENTER)

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Northeast Iowa Transportation Summit Invites Iowans to Interactive, Informative, Community-Building Event

The October 18th gathering, (from 9:00 a.m. - 2:30 p.m.) in the Wilder Business Center located on the Northeast Iowa Community College Calmar Campus, is...

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Selected Transportation Summit Photos:

